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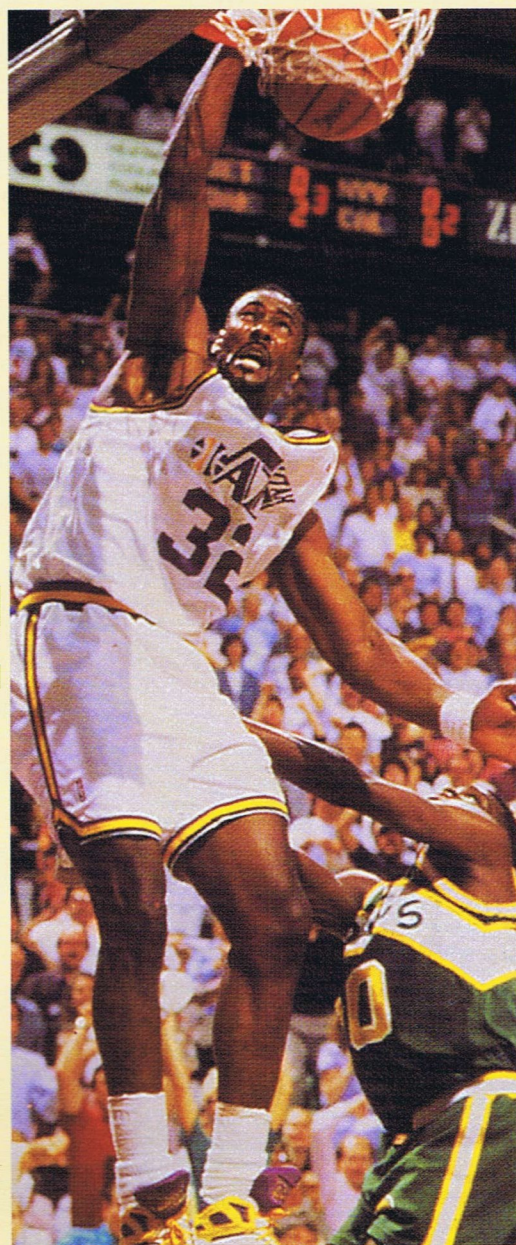
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NBA JAM

EDITORIAL

Associations Not Performing?

Associations generally in Australia don't seem to be achieving much for the industry as a whole.

The object of an association is to attract as many members as possible and act in the best interests of those members and the industry as a whole.

Although associations in South Australia and Victoria are receiving a reasonable level of support, their counterparts in Queensland and New South Wales in particular are experiencing declining membership.

The National Association has very few members and despite an attempt last year to bring the State Associations under the umbrella of the National Association, there has been little or no progress in this area.

The only time operators seem to want to unite is when they have a crisis on their hands. A few years ago in NSW, the Government was threatening to licence machines and operators and at that time, a meeting held in Sydney resulted in a significant amount of money being pledged to support the struggle to prevent licensing and regulation.

In Queensland, there was an opportunity between 1990 - 1992 to eliminate the Permit System and although a lot of effort was made by Association executives, the struggle got little support from Queensland operators as a whole. The effort consequently failed and Queensland operators are still facing what is often described as a draconian regulation system.

Associations are trying to get membership support by offering very low membership fees but

even this is not attracting new members in any significant numbers.

The question is, why do operators fail to support their local and national Associations.?

United we stand, divided we fall is an old saying which demonstrates the need for unity in any industry.

In order to get support from individual operators, the Associations must clearly identify their goals and objectives and convince the industry that those objectives can be achieved with the support of new members.

Each Association should have a very clear agenda so that operators can make a judgement as to whether that agenda is in their interest and whether they should financially support the agenda by becoming a member.

Here are just a few things that Associations could be focusing on:

1. Reduction of the present 30% Sales Tax rate
2. Improving the industry image with community and government authorities
3. Establishing a Code of Ethics to prevent government intervention and regulation
4. Providing assistance to operators in the areas of business management and administration
5. Provide technical and managerial training courses
6. Provide a monthly newsletter

to keep members informed of industry developments

7. Organise and run an annual Trade Show and Convention
8. Make regular releases to the industry media to keep both members and nonmembers informed of the benefits of being part of the Association.

FINANCE

If an active association could achieve the above and other objectives for the benefit of their members, it would represent a significant value to individual operators.

It costs a lot of money to run an Association properly and in real terms they need funding from \$50,000 annually in the smaller States up to \$200,000 or more in the larger States.

In order to achieve this level of funding through membership fees, it would require 30% 40% of operators to join Associations nationally and pay a membership fee of \$1,000 p.a.

At the moment, we estimate that only about 6% of operators belong to Associations and the average membership fee is significantly less than \$1,000

The bottom line is that if Associations are going to succeed, they have to have a clearly defined agenda that services the operators needs in order to attract sufficient membership to pay the cost in achieving those objectives.

Many operators would believe that a \$1000 p.a. membership fee is excessive but if the Association can achieve a desirable list of objectives, then it would soon be considered good value. □

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"NBA JAM" Slam Dunk

PLAYERS PREFER SPORT TO VIOLENCE

Midway Manufacturing Co. has scored it's third consecutive winner following "Terminator 2" video gun and "Mortal Kombat". With "NBA JAM", Midway has proven that it doesn't have to be a fighting game to be the No. 1 seller.

"NBA JAM" has no equal and is out-earning every game on location, even the high priced simulator games.

With four player simultaneous play at \$1 per player and an average game time of three minutes, "NBA JAM" can earn \$80 per hour at maximum capacity.

We have heard stories of players complaining that when they go to their favourite location to play "NBA JAM", they can't get on it because there are too many people waiting to play.

"NBA JAM" is based on teams from the American National Basketball Association which has a strong following in Australia. You only have to walk around the sportswear stores and you will see the "NBA" logo displayed everywhere. There is a high level of awareness in Australia of the top "NBA" basketball stars and playing "NBA JAM" is better than getting a ringside seat to watch the game. Players are actually participating in a game which has an extremely high level of realism with spectacular player moves.

It is always difficult to determine what makes a game like "NBA JAM" so popular. Perhaps it is because "NBA JAM" provides all the excitement of real basketball

competition. With four players, there are two in each team so all the excitement of head to head competition and team work are built into the game play.

GREAT TIMING

"NBA JAM" was released two weeks before the start of the "NBL" basketball season in Australia. The timing is impeccable because as the season progresses, the level of public interest in the game will rise and probably carry the game through a growth curve over the next few months. In the United States and other countries in the Northern Hemisphere where the basketball season is just ending, income revenues continue to grow regardless.

Midway Manufacturing Company has been tracking the income levels in a number of test locations in the United States and comparing it to income levels on "Mortal Kombat" on a like week to week basis. In other words, so far, the first 15 weeks income on "NBA JAM" has been compared to the first 15 weeks income on "Mortal Kombat". The results to date show that "NBA JAM" is out-performing "Mortal Kombat" by margins varying from 124% to 156%.

DEMAND EXCEEDING SUPPLY

Like any block-buster game, it is always difficult to get the numbers right. Leisure and Allied Industries and Coin Cascade Ltd. who distribute the product exclusively in Australia and New Zealand, are having difficulty in keeping up with the market demand.

A lot of operators tend to hold back for several weeks and then they all seem to rush in and place orders at the same time and get very disenchanted when they can't get immediate delivery. If the industry news media is hot on the game, many operators tend to react with some scepticism so it often takes some time for the message to get through.

A Leisure and Allied Industries spokes-person said that they expect the market to peak in June, July and August when the full potential of the game is realised. "The game will probably be part of Timezone's winter school holiday advertising", said Chris Blackman.

TOP GAME COMPANY

Midway Manufacturing sister company Williams and Bally are the undisputed leaders in pinball game design and manufacture. Midway has now established itself as the world's leading designer and manufacturer of video games so collectively, the three companies, all subsidiaries of WMS Industries, are the world's most dominant player in the coin-op game market. With strong markets in Europe, South East Asia and Australia, WMS Industries are now exporting more than 50% of their total production in all three divisions.

Australia has been one of their stronger markets and last year, Leisure and Allied Industries won an Award for being their "Largest Export Distributor on a Population ProRata Basis".



"NBA JAM" Takes Heat of Fighting Games



With the popularity of "NBA JAM", the market is paying less attention to fighting games. The change comes at a time when both the media and the community at large have been expressing disapproval about the level of violence in fighting games generally. Both electronic and print media have been jumping on the band wagon claiming that violent games should be censored and/or classified to prevent their exposure to young people.

Many psychologists will argue that even an infant can distinguish the difference between fantasy and reality and shielding children from fighting games will not hide the fact that fighting and violence has been a part of life since the beginning of time.

Regardless of expert opinion, public perception is that violent games are bad and with this view being fanned by the media, it is unlikely that expert opinion will have much influence on community attitudes.

Unfortunately, "perception is reality", regardless of whether it is right or wrong and the industry must learn to accept this and regulate its activities accordingly.

"NBA JAM"

With the success of "NBA JAM", let's hope there is a trend towards non-violent games which will turn community attitudes away from its present focus on censorship and classification. The last thing the industry needs is a bunch of

government officials deciding which games are good and bad and telling the industry what they can and cannot operate. Self-regulation is the best solution via industry associations. If the Industry acts responsibly, it is still possible to avert government regulation.

It is gratifying to see that Midway Manufacturing Company, the designers of "NBA JAM" have produced a smash hit non-violent game after establishing their fame with fighting games such as "Terminator 2" video and "Mortal Kombat". Let's hope that Midway and other game producers will continue to produce games which meet with a higher level of community approval. ☐

Gay Zone Wary of Timezone

Timezone has lodged an application to the South Sydney Council for development of a \$750,000 leisure centre on the site of the old National Bank Building in Oxford St. Darlinghurst.

The application has met with strong resistance from the gay community in that area.

Headlines in local gay community newspapers screamed "not amused" and "nightmare on Oxford Street" and pages were devoted to arguing why gays and amusement centres do not mix.

A gay Alderman on the Council, Ald. John Fowler, said research had shown that the most common gay bashers were young heterosexual males and they were types who frequented amusement centres. Ald. Fowler did not produce any evidence to support this claim. He believed that the incidence of gay

bashing would rise if Timezone was opened.

"Young men from outside the city will come in to use the centre and may obtain alcohol illegally and cause trouble", Ald. Fowler said. He claimed that the experience in George St. had shown that violence and robbery accompanied these sort of places but again, he offered no evidence to substantiate such claim.

Gay business joined the Aids Council of NSW and the Lesbian and Gay Anti-violence projects in full page advertisements in "Capital Q" and the "Sydney Star Observer" arguing against the Timezone application.

The Council refused the first application for an amusement centre in Oxford Street last year and was successful in upholding its decision in the Land and Environment Court.

The last fight was won by a

formidable collection of opponents including police.

Mr. Juan Uribe, State Manager of Leisure and Allied Industries, of which Timezone is a division, said there was no justification for the attitude taken by the gay community. There was no evidence to support the claims being made and in fact, in a recent decision by the Land and Environment Court in relation to a Timezone application for Bondi Junction, police evidence indicated that since the opening of the Timezone store in Newtown, juvenile crime had substantially decreased.

"We expect the South Sydney Council will pass our application based on its merits but in the event that it is rejected, we will certainly be appealing to the Land and Environment Court", said Mr. Uribe. ☐

Child Abuse Prevention Gets a Big Teammate in Patrick Ewing

WOODBIDGE, Va. USA, April 26 - NBA Superstar Patrick Ewing of the New York Knicks has teamed up with parents and kids to block child abuse and lead a fast break to educating others about stopping it. A new anti-child abuse poster features the 7-time NBA All-Star and 2-time Olympic gold medalist.

Sponsored by the American Amusement Machine Association (AAMA) on behalf of the National Committee for the Prevention of Child Abuse (NCPCA), the poster is the sixth in an annual series of anti-child abuse awareness posters featuring athletes and TV personalities. The posters are being distributed nationwide to schools, libraries and youth organizations to increase awareness of the issue. Distribution, which will continue while poster supplies last, began in April, USA National Child Abuse Prevention Month.

In recognition of his participation in the 1993 poster awareness campaign, Ewing was presented with a commemorative plaque at halftime of the April 21 Knicks-New Jersey Nets game by NCPCA national board member Jacqueline Leo, editor-in-chief of Family Circle Magazine, and AAMA vice president Tony Yula, president of Mondial! Springfield, N.J.

"We believe more people must become aware of the prevalence of child abuse and ways they can help prevent it," said Bob Fay, AAMA executive director. "Through education and spending time in family activities, parents and others can learn how to stop child abuse before it ever starts."

The poster features a photo of Ewing and his son, relaxing

at home by listening to compact discs on a CD jukebox. The text accompanying the photo encourages the reader to "take time out to be with your kids" and to "help your children shoot for their dreams."

"I am delighted that Patrick Ewing and AAMA have teamed up in support of our efforts,"

said Dr. Anne Cohn Donnelly, NCPCA executive director.

"Together with Patrick, we can defend against child abuse."

Free copies of the poster are available in limited supply by contacting the NCPCA, P.O. Box 2866J, Chicago, IL, 60690 or by contacting the AAMA at 12371 Directors Loop, Woodbridge, VA, 22192.



Teaming Up To Fight Child Abuse

The New York Knicks' Patrick Ewing receives a commemorative plaque at halftime of the April 21 Knicks-New Jersey Nets game from Tony Yula (left) of the American Amusement Machine Association and Jacqueline Leo (right) of the National Committee for the Prevention of Child Abuse. Ewing and his son posed for AAMA's 1993 anti-child abuse poster.

Child Abuse Prevention Cont...

Series posters in past years featured Bo Jackson, Don Mattingly, Nolan Ryan, John Madden, and actor Fred Savage.

NCPA, founded in 1972, is a volunteer-based organization dedicated to involving all concerned citizens in the prevention of child abuse. NCPA, in conjunction with its chapters in all 50 states, offers programs and resources to accomplish the mission of preventing child abuse in all forms.

Founded in 1981, the American Amusement Machine Association is a national trade group representing manufacturers, distributors, parts suppliers and others interested in promoting and protecting the coin-operated amusement machine industry. □



Team up with Patrick Ewing to make childhood a dream

Take time out to be with your kids. Practice love, patience, and understanding to help your children shoot for their dreams. Childhood should be a time of love and togetherness, not one of foul play. Because no one wins with child abuse. For more information on how you can help prevent child abuse, contact your local chapter of the National Committee for Prevention of Child Abuse or write: NCPA, P.O. Box 2866, Chicago, Illinois 60690. This message brought to you by the American Amusement Machine Association.

Patrick Ewing



Pokies in NSW BIG BUCKS \$\$\$\$\$

Poker machines have been legal in NSW registered clubs since 1956. They are considered to be the 'lifeblood' of that industry and in the majority of cases account for some 70% of the revenues generated within clubs. It is estimated that between 20 to 25% of club patrons play poker machines regularly.

Since 1956 there have been many major developments in relation to registered clubs and their poker machine holdings. The following highlights the various developments occurring in the past 30 years.

To the year ended 30 June 1957, 952 clubs were authorised to have poker machines, and the number of poker machines in those clubs totalled 5,596.

Taxation to the State was just \$1.5 million. Compare that to the year ended 30 June 1992 when 1,487 clubs operated 57,197 poker machines and paid duty to the State of \$293.3 million.

In the decade ending 30 June 1966, tax to the State had grown to \$15.82 million, and doubled within five more years to \$34.8 million. It took just three more years for the tax to double, but it was not until the year ended 30 June 1985 that the taxation doubled once again.

Only once in the 36 years of poker machine operations has the tax paid to the State actually fallen.

That occurred in the year ended 30 June 1983, when the taxation fell by \$400,000. This

decreased level was attributed to the recession and unemployment, with the introduction of random breath testing, Lotto and instant lotteries also playing a part to affect club takings and patronage.

The number of clubs operating poker machines grew steadily since 1956, peaking at 1,545 at 30 June 1984. However, since then the number of clubs operating machines has been declining. In 1991-92 the number of clubs with poker machines was 1,487 which is similar to the number of clubs operating poker machines in 1974-75.

There are more poker machines in NSW than there are amusement machines in the whole of Australia. □

Bally "Twilight Zone" Players Set The Pace

There has been a lot of hype in the Australian and New Zealand market place about Bally's new pinball, "Twilight Zone", even before the samples were received.

Amazingly, the hype was not restricted to just operators. The world is a small place when it comes to communications and we discovered Cameron Silver, an enthusiastic pinball player from Melbourne, who had received a detailed fax, via computer electronic bulletin board, from a friend at Stanford University in the United States, giving a detailed description of the game. Bowen Karins is obviously an enthusiastic



Cameron Silver with the Twilight Zone Pinball
pinball player in the United

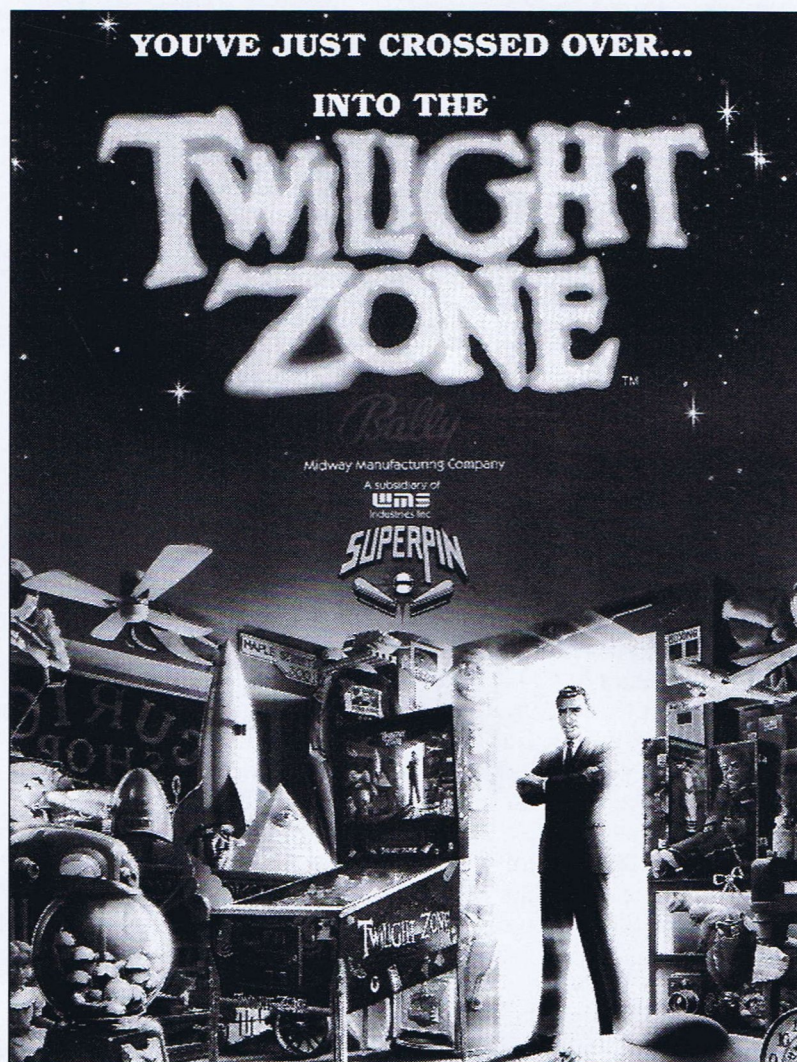
States and we thought it would be interesting to publish his report as a player's first time perspective of this exciting new game.

Needless to say, his Australian friend Cameron Silver has been contacting LAI's Melbourne Office regularly to find out when the game will be available in Australia.

Unfortunately, for those enthusiastic operators and players who are anxious to see the game, it has only just been released in the United States and we will not see it in Australia and New Zealand until next month.

Here's the contents of the fax from Bowen to Cameron: "We (me and Mike and Tim) were quite a bit surprised to see Twilight Zone when we walked in; already there was a large crowd of 7-8 people around it, watching Rick Stetta plug away. When I first saw TAF I was amazed by the immediately obvious complexity of the game; with TZ I'm still overwhelmed by it. There are SO many things to shoot for in this game, so many little nuances and cool stuff

Continued over.....



Bally "Twilight Zone" cont...

that even though I've only played it for one day, I already know that TZ is the best game ever made.

If you haven't seen this game yet, I don't care how much I hype it because you will not be disappointed one bit. I'll go ahead and try to describe the playfield, from left to right:

-Left Inlanes/Outlane: This vaguely resembles TAF, where there are 2 inlanes and an outlane, but the dif here is that the lane dividers are wider with a post at the top, and each lane is lower than the last - so the outlane is below the rightmost inlane; this makes it more difficult to save a ball over there. The outlane can be lit for a Special; the leftmost inlane lights the right "Spiral Shot" for a Gangway-type score; the rightmost inlane lights the "Slot Machine" for a random award (more later).

-Pop bumpers: 3 of them, quite low ... a shot thru the bumpers from the right awards the "Town Square Value" (advanced by bumpers, similar to TAF's Graveyard), and a "Dead End" if lit (more later). After a successful Skill Shot or a Hitchhiker shot (more later), the ball goes into the bumpers. One slight annoyance is sometimes the bumpers drain a ball directly; rare though.

-Hitchhiker shot: can be shot by the upper right flipper, which is fairly low (lower than any other full-length upper flipper I can think of). A number of hitchhikers (3, then every 10) lights "Fight The Power" on the right ramp - more later!) The hitcher shot is also automatically made by the Rocket kicker - again, you guessed it, more later.

-Camera shot: Again shot by the upper right flipper - but the Camera hole is located just

behind the upper left flipper (which is short, like the TAF Thing flipper), so the Camera shot can only be made with the other flipper raised. Great idea. The camera shot is lit every 10 left ramps ("Robots" - just like Bear Kicks) for a selected award... you are told what the award will be. If unlit the Camera shot advances a jet



bumper, wowie. Also in the main multiball mode, the Camera relights the Jackpot (more later).

-left "Spiral": an orbit shot, located near where the Thing lock hole is on TAF. The spiral sends the ball around to the upper right flipper; in some instances (if the Jackpot's lit, for example), a magnet will stop the ball at the start of the orbit, then bring it back to the upper left flipper. Great idea.

-left ramp: Like the Bear Kick ramp, except it returns the ball to the left flipper. It's easier to hit from the right than the left, but it's double from either. It spots Extra Ball like Bear Kicks do, lights the camera, and also begins the main multiball. (For

those in the know: don't touch the door!) The left ramp also spots "Gum" - shooting both ramps lights the gumball machine (more later :).

-"Clock" target: directly between the two ramps, and located at the centre of the playfield (so it's a drain-o shot). Unlit, it lights one of 8-9 targets which are worth 5 million

apiece (they're strewn about the field); lit (in several modes), it awards a good deal of points and usually a coot animation.

-right ramp: spots "Ball" in "Gumball" always.... if it's unlit, the ball is deposited by (hard to describe) some sort of diverter, which stops the ball and dumps it in front of the upper left flipper (for a shot at the Piano - more later). If it's lit (by enough Hitchers or a right Spiral shot), the ball is sent to a magnetic mini-playfield... it's hard to describe, but you have two magnets (locations are known). The flippers operate the magnets, and the idea is to use the magnet to propel the ball upward toward a hole. If the ball is in line with the magnet and the score hole, turning on the magnet

gives the ball speed, moving it toward the magnet - once it reaches the magnet, turn it off and the ball has lots of speed as it heads directly for the hole. A score is added for banging around on the mini-playfield; this score gets double if you shoot the hole.

-"Lock" target: also awards an extra ball, the lock is lit by completing "Gumball". Locking 1 ball lites multiball on the left ramp; it can be shot then, or a second (and third) ball can be locked. Either way multiball is 3 balls - I would guess locking more balls would make it worth more. Dunno. The lock target is very difficult, and is

Continued over.....

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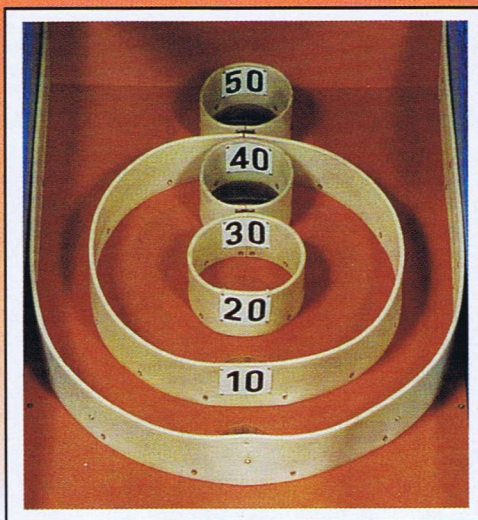
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Bally "Twilight Zone" cont...

located near where the Shelter is on Earthshaker.

- "Piano": this is lit by the left ramp, and is much similar to TAF's electric chair; one of 14 (14?? 14??) rounds/ awards is lit, changed by the Jet Bumpers. It is awarded by shooting the Piano, a short but hard shot made by the small upper left flipper. It's somewhat like the 5x Graveyard shot on TAF, but it's difficult because the "Fight the Power" playfield obscures the flipper! (I didn't even know it was there at first - total pinball newcomers will never even notice it). Offhand let's see if I can remember the awards:

Light X-Ball (duh)

10 Million (duh)

"The Spiral" - shoot either spiral for 10M, three spirals award some kind of bonus but I dunno what cuz it's hard :) It's timed, so it's just like Seance. You even get the "That's once!" quote...

"Flight the Power" - lite the magnet thingy.

"Gumball Lit" - lite gumball machine (more later).

"Camera Lit" - lite Camera shot.

"Greed" - (!) lite all 8-9 5M targets for 12 seconds (why 12? more later)... awarded at end of ball.

"Clock Millions" - Clock target worth 1M times what's on the Clock (more later)... 5M given automatically, everything else tacks on. Awarded at end of ball... I guess this could be similar to a "Count-Up" feature.

"Clock Chaos" - Clock target worth 1M times what's on the Clock... BUT the Clock starts at 6, and reverses direction each time you hit the Clock target! Potentially this is an unlimited award, as it never stops until the Clock hits 12. Again, 5M automatic, else tacks on... end of ball bonus.

"Super Skill Shot" - lite left ramp. Shoot it, and the ball goes back to the plunger. Depending



The "Twilight Zone" Pinball design team with Larry Demar left and Pat Lalor right.

on the shot it can award an Extra Ball or other good stuff.

"Town Square Madness!" - kinda like Mamushka or Frenzy... each target worth 325K for 15 secs, BUT this value is advanced by 25K each jet bumper hit (the Town Square), accompanied by a frenzied person screaming into the dot matrix (really cool). Again, end of ball - I've seen this as high as 45 mil.

"Super Slot" - shoot Slot Machine (more later) for random number of points, usually near 10M each shot. Again, tacked on end of ball.

something-I-can't-thing-of-so-it-isn't-that-important. :)

the best one: "Fast Lock" - similar to Thing multiball, shoot the Lock shot ASAP for points and a 2 (37) ball multiball where repeated shots to the Lock award that set value again. Big thing here: every 3 secs Fast Lock is lit generates a quote from another Lawlor game, in reverse chron. order! Shooting the Lock after one quote is said starts the round, which then uses the music from that game! Cool...

Get all 14, and the handle on the Door (all 14 are in the shape of a door) is lit... for... I'm not tellin', but look at the high score list when you get a

chance.

An unlit Piano shot awards "Odd Change", a random point award. Usually this award is something like "80". I've seen it as high as 8M though, maybe it goes higher.

(back to the playfield - gad this is like a rule sheet!!)

- "Clock" - not a shot, it's more of a gimmick... there's this working clock (hour and minute hand) above the Piano shot. In times modes the Clock is the timer!... once it hits 12, that's it, no grace period. Nice idea... you can easily see how much time you have left in the round. The clock goes forward and backward... ooh... and generally makes one revolution (hour) per second, it might be longer.

"Slot Machine": located near where the right Gangway is on FunHouse (as opposed to the Gangway on every other game... :), It's a hole like the Electric Chair. It also awards a "door prize" (one of the 14) w/lit, but the difference is it's totally random which one you'll get. So the Piano is more desirable, but the Slot Machine is just fine too. It also serves as the kickout from lots of things (Camera, Piano, Gumball machine, Skill shot miss).

-right Spiral: hard to hit, it

Continued over.....

Bally "Twilight Zone" cont...

needs to be nailed just on the right edge of the left flipper. If lit it awards...

Spiral award if lit from the left left inland... the awards are 2M, 3M + Light Power, 4M, 5M + Light Power, 10M, and X-Ball Lit... much like the Gangway.

Gumball machine if lit from the ramps. The ball enters the machine, and the machine kicks out a different ball; it's easy to tell what ball will be coming next (since the machine is transparent and balls are in a line). This is where the Powerball comes out (more later). Regardless, it awards 10M + 5M per time... so the first is 15, then 20 blah blah...

-Rocket kickout: the ball only can fall in here by accident, or by a made Skill shot. Both happen pretty often; the kickout fires the ball into the bumpers, through the Hitchhiker shot. It's similarly placed to the Handcuff shot on Police Force.

-Skill shot: The plunger lane has a one-way gate, followed by

3 rollovers, followed by a hole. Rolling over only the first gets 2M ("Red award"), second ("Orange") 5M, third ("Yellow") 10M, and in the hole gets zippo, nada. In-the-hole shots feed to the Slot machine, in-the-rollovers feed to the Rocket

something out then. By the way, the replay boost is 50M, so I expect scores in the 2-3 billion range, much like Dr. Who I guess. So far my high (and the hi score overall) is only 675M.

I s'pose since I've written all this, I may as well go and write a TZ rules sheet. If it's a go, then I'd appreciate any corrections and additions; I can already think of three or four things I've left out.

Great game. Amazing game. It's the only game I've ever gone, "Wow. I want one." immediately, and then

seriously considered actually doing that. Of course I have no money, but maybe I'll find a way. :)

Hope this helped all those who don't have it quite yet - you will, you will. Addams Family got around, all over the place... this game's gonna blow everyone away."

Bowen P. Karins

Stanford University Campus USA

Footnote - TZ is short for Twilight Zone, TAF stands for The Addams Family.



Timezone Development Manager Adam Steinberg with "Twilight Zone" design team member Larry Demar.

kickout.

Um... gad I think that's it! Except the Powerball thing, which is just having the ball kick out, then feeding it back to the gumball machine to start a 3-ball frenzy multiball. The Powerball didn't seem to move much faster; sometimes it was faster, most of the time it was actually slower than a regular ball. Dunno why - it reminded me of playing Hercules.

As for strategy, who knows yet? I'm going back tomorrow for more, maybe I'll figure

Japanese Arcades Big Dollar Investments and Income

According to a report published in a Japanese Trade Magazine, Taito opened their newest leisure centre on February 20th. The cost of the leisure centre was 4 billion yen (A\$51 million) and covers an area of 1155 sq.m. on two floors. The new centre is in the Tokyo suburb of Shibuya and features 300 different kinds of games including Taito's latest "Virtual Reality" machine

called "Vertexer" which is a two player driving game where the driver's cars can go forwards, backwards, left and right.

It is difficult to comprehend how it is possible to spend \$51 million on a leisure centre unless they bought the property but if you think the investment was expensive, just wait until you hear what they projected their takings at.

According to the report, Taito

expect the first year's takings to be 2 billion yen (\$26.5 million) or about \$510,000 per week. This is an average of \$1,700 per machine per week. One thing is for certain, there is no leisure centre in this country that can earn that kind of money and if the report is correct, perhaps a few enterprising Australian operators might pack their bags for Japan.

"NBA JAM" Shows Strong Growth Curve

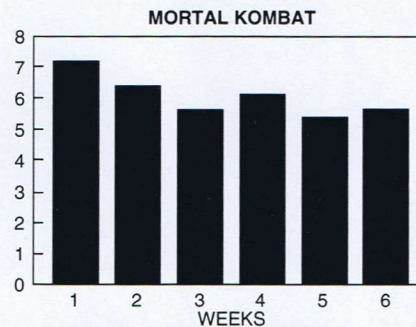
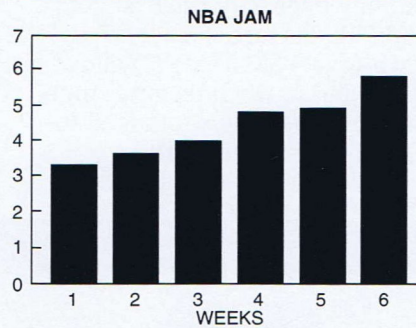
Tracking of "NBA JAM" revenues in Timezone stores indicates a strong growth curve over the initial few weeks.

As at the closing date for this publication, the game had been on location for six weeks. Expressed as a multiple of the average weekly earnings per machine on the location, "NBA JAM" achieved the following results.

Week 1	3.36
Week 2	3.65
Week 3	4.00
Week 4	4.81
Week 5	4.91
Week 6	5.81

This indicates a whopping growth over a six week period of 73%. We understand that from test locations in the United States where the game has been on site for more than 20 weeks, similar growth rates are being experienced.

These figures indicate that not only is the game a big earner, but more importantly, it has staying power. It is most unusual for a game to increase in earnings from the first week onwards. Usually, the best week is the first week and then earnings either hold level or tail off slightly during the first few weeks.



"MORTAL KOMBAT"

As a comparison, we tracked the earnings on "Mortal Kombat" on the same location and on the same basis. Surprisingly, earnings on this game declined (23.3%) during the first six week period.

Another factor in favour of "NBA JAM" is that during the six week test period, there were three "NBA JAM" on the same location, however, during the same six week test period for

"Mortal Kombat", there was only one game on the location.

The fact that "NBA JAM" has held up so well when there were three games competing, seems to indicate that the game has a long learning curve particularly compared to most other games.

OPERATOR REACTION

Operator response to the "NBA JAM" product has been very positive. Fun and Games, the WA based leisure centre chain has reported that on one location, "NBA JAM" earnings are in excess of \$2,000 per week. A number of other operators have reported earnings in excess of \$1,000 but most seem to be experiencing results in the \$400 - \$700 range.

Most operators believe that it is refreshing to have a block buster game which is a sporting game, rather than a fighting game. Some say that fighting games are starting to get a little stale and the market is looking for something different. Perhaps "NBA JAM" will be the first of a number of successful non-fighting games to enter the market place in the near future. □

C.A.A.O. NOTICE

The Council of Accredited Amusement Machine Operators (CAAO) would like it known that they are the only official voice for the State of Victoria.

Any reference or inference to the contrary by Rodney Campbell of Flash Amusements in his newsletter is just not true and the members of CAAO have expressed their wish to distance themselves from that publication

Signed
CAAO Board of Management



"NBA JAM" Testimonials



It's not only played by our regular Customers who now switched over from Street Fighter but NBA JAM also attracted new players into the Centre that we haven't seen before.

Julie & Hugh Jennings
Managers Timezone
Southport.

Kids love it, NBA JAM attracts them like bees to the honey pot, there is always a crowd around the Machine, it's good to see that a non violent game is so successful.

Sue & Bernard Inglis
Managers Timezone
Pacific Fair.

We have over 100 top games in our Centre so there is plenty of variety, but somehow there is always a group of people around this machine waiting to play NBA JAM instead of anything else.

Len Fisher
Manager Timezone
Cavill Mall

The best takings from a dedicated machine since Turtles.

John Malone
Funworks S.A.

Great to see a game break the dominance of fighting games and it adds versatility to my centre.

Steve Sauer, Time Out

How can a sports game beat Mortal Kombat? This industry has more surprises than Paul Keating.

Andrew Lee

We want more blockbusters like this one, it's a game you can't stop playing.

Roger Haines, Game World

It's great to see a non violent blockbuster come along, ideal for a family centre.

John Sanderson
Aladdins Castle S.A.

Without question the best machine in my Centre. When can I get more?

Harry - Tunz of Fun
Entertainment Centre.

The best value video machine on the market by far. Recommend NBA JAM to all operators

Harris Amusements

I have a Mortal Kombat and NBA JAM installed in the same location. As a comparison NBA is taking \$750 per week whereas the Mortal is averaging \$250. Very happy with the machine.

Scotts Amusements

Nothing short of fantastic. NBA JAM is a winner.

Megazone Entertainment
Centre

Every now and again a game is released that is popular with all age groups. NBA JAM is just that and the weekly income of \$1500 is indicative of its popularity.

David Stormonth
Operations Manager
Village Roadshow Hobart

Congratulations to Midway for releasing a great game that is non violent. NBA JAM in our Victorian Timezones are averaging over \$1000 per week that's a lot of "Slam Dunks".

Robert Harvie
Victorian Timezone
Operations Manager

NBA JAM is going very well for us. It averages between \$600 and \$800 per week depending upon the location.

Greg Melides, Playtime

NBA JAM is a top machine. It started at around \$700 per week and has gone as high as \$1,100 per week.

Ricky Raisa
Ricky's Family Fun Centre,
Fairfield

I don't want to say how much NBA Jam is taking, but it is definitely one of our top 3 machines along with Lethal Enforcer and Stadium Cross.

John Cammareri,
The Entrance Family Fun
Centre, The Entrance

Yes, very happy with NBA JAM. I got one when they first came out and soon ordered another two machines.

Michael Hemphill
Marlin Investments NSW

The first one went pretty well for us so I've just picked up another one for a pub site. This is a very strong game.

Sam Torraca
Torraca Amusements
Brookvale NSW

NBA JAM is a text book example of non-violent, non gun related video escapism experience at its highest level.

Ian Moorehead
Dazzleland Adelaide

Top product means top collections.

Tony Currenti - Quasar

Great game - brilliant graphics excellent takings.

Garry Fltzgerald -
United Amusements

NBA JAM has been on location for 6 weeks the collections have not been under \$800 per week.

John Albanese

I have no complaints on the income of NBA JAM. Additional purchases seem very likely.

Arcade Amusements

Not since TMNT have we seen customers lining up to play a machine. We have had NBA for around 7 weeks and income has consistently been around \$700 per week.

Rockets & Pockets

I must admit that I did have some concerns on the level of popularity of a Basketball game in the Australian market. In just over 4 weeks my concerns have been squashed - the machine has grossed \$2,487. I can assure all operators that have not

Continued over.....

"NBA-JAM" Testimonials cont...

purchased NBA JAM that this game is an absolute knockout.
Peter Wadsworth

NBA JAM - is one of the strongest machines we have experienced. Even against some tough competition like Lethal Enforcer in some sites it is consistently 25 - 30% higher in takings. A nett of \$330 per week is nothing to scoff at.

**Silverball Amusements
Melbourne**

We were a little hesitant to install NBA JAM in a site where Streetfighter had such a strong following. Regardless we went ahead and installed the NBA JAM. This is the third collection and \$644 is the proof that kids love this game. So do we.

M.E.S. Melbourne

NBA JAM is by far the best machine in our operation.

**2001 Entertainment
Melbourne**

NBA JAM is a great video game and doing very well.

**Brian Sadler, Techtronic
Amusements**

More than happy with the performance of NBA JAM doing well.

Greg Teloo

NBA JAM is the best earning game in our centre; very happy with it.

**Fred Bazelon, Xanado
Amusements**

The NBA JAM went very well so I ordered two more.

**Ray Thompson, Electric
Dreams**

Our NBA JAMs are averaging in excess of \$147.00 per day. This game is adding to our takes and not just shifting income from other machines.

**Mark Bebb, State Manager -
WA. Timezone**

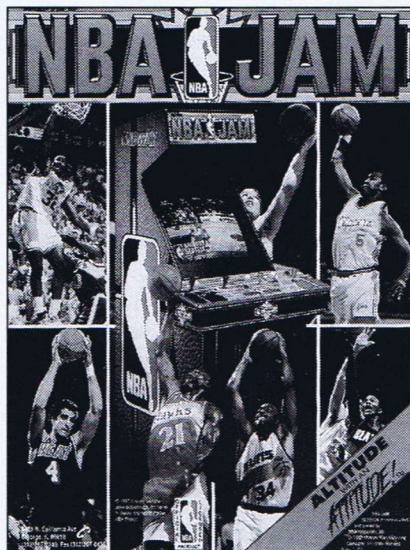
During the recent school holidays one machine stood out from the rest NBA JAM. The game was played from when we opened our doors to when we

closed. One took in excess in \$2,000 in one week.

**Quentin Laundry, Fun &
Games**

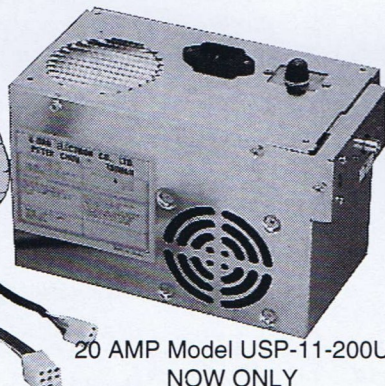
We have been amazed by the income NBA Jam produces. It has brought a lot of new faces into my centre and a lot of these are adults.

**M. Christofi, Pool Shop,
Kalgoorlie**

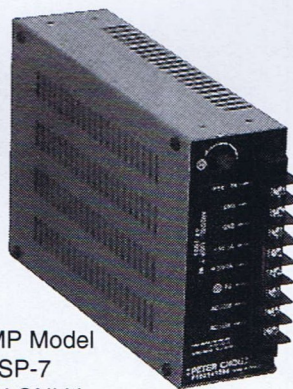


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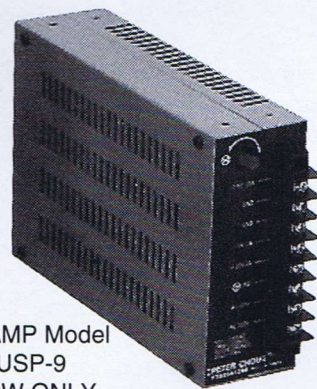
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You are invited to the

C.A.A.O. Victorian Amusement Machine Expo '93

Get ready for the social event of the year.

The '93 Victorian Trade Show will be held at the Moonee Valley Race Course on the 16th & 17th June.

If you thought last year's show was great, well, hang on to your hats... this one will **explode**.

For starters, the staff of Moonee Valley Racing Club are well versed in providing V.I.P. treatment - so you can expect the unexpected. The two day Expo will be packed with value - here's a few highlights.

- * Around 30 exhibitors will be displaying the latest and greatest in coin operated entertainment.
- * The Dinner Dance will be held on the Wednesday evening and what a night it will be. For \$90 a double you will enjoy great food, drink, a live band, special guest appearances all packaged in some of the best views of Melbourne by night you will ever see. Please call Philip Hogan Tel: (03) 489 5222 for Dinner Dance tickets.
- * One lucky operator will win a trip for two to the U.S. Trade Show which will be held in Anaheim, the home of Disneyland, in October, 1993.
- * Seminars will be held over the two days of the show, arming operators with all the business skills necessary for success in the coming year.
- * Free door prizes.

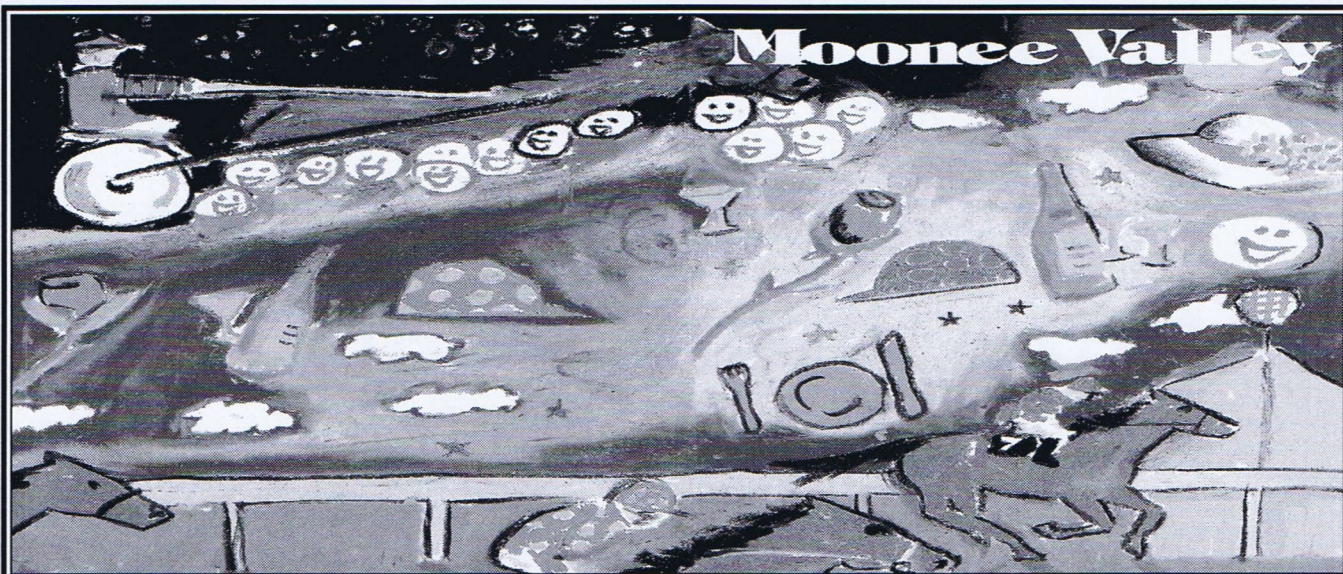
The Victorian Amusement Machine Expo '93

Will definitely be one not to be missed!

Don't forget 16th & 17th June

MOONEE VALLEY RACECOURSE

YOU'RE ON A WINNER WITH C.A.A.O. EXPO '93



MEET YOU IN MELBOURNE

If you are presently going through the traditional mid-year crisis and feel like your batteries need a massive recharge, well Melbourne in Winter is just the place to be.

Take a few days off! What the heck - you've earned it! And it could be a tax-deductible business-expense.

Because the highlight of your visit to Melbourne is bound to be the Victorian CAAO Trade Show which is to be held at the Moonee Valley Race Course Convention Venue on the 16th and 17th of June.

Last years show was acclaimed as the best in Australia and this year will be even better. For starters, all the exhibitors stands have been booked out for weeks, so you will be treated to the very latest product releases that will really get your business humming for the profitable winter months ahead.

The organisers have also arranged a number of seminars to be held over the two days, each speaker being selected for their experience and hands-on approach to the industry.

On the Wednesday evening, 16th June, you will be treated to some of the very best views of Melbourne at the CAAO Dinner Dance.

Be sure to bring your dancing shoes, because it is going to be a Big Big Night. As you enjoy the

specially selected menu and meet new friends over a glass or two, the Darryl Cotton Band will liven up the action as they go down memory lane with their greatest hits.

During the evening the raffle will be drawn and one lucky operator and partner will be on their way to the US Trade Show which will be held in Anaheim, the home of Disneyland.

There's absolutely no truth in the rumour that the second prize will include a night out with Tom Davenport and the third prize will be 2 nights out with Tom.

The next day the trade show will recommence at 10am so we suggest a few BEROCCA'S and PANADOL'S to help get you in the mood for some very special deals that will be on offer from the distributors. And if pain persists, please consult Doctor Who on the LAI stand.

For all our interstate visitors we suggest you extend your stay taking in the sights of Melbourne. One of the favourite tourist spots is the Timezone Super Centre located in the heart of the city.

The centre features some 200 machines located over 3 floors with one floor being designated to a Grand Prix theme.

For those of you who are all "coin-machined out", what about a few days in the snow country? Mt Buller is only a few hours from Melbourne.

Or a lazy game of golf on one of the many courses that surround the city.

Or there's just too many excuses to stay in Melbourne, so let's just meet for a drink and enjoy some great food in one of the fabulous restaurants at Southgate and reflect on the great time you've had.

By now, you're probably thinking "How much is all this going to cost me?"

Far less than 1 weeks income from NBA JAM. Ansett and Australian Airlines are presently offering very cheap packages and the Trade Show organisers have arranged very attractive accommodation rates at the luxurious Old Melbourne Hotel complex only \$120 per night. What's more, it's probably a tax-deductible business expense!

There's only one thing you have to do. Grab the phone now, and ring one of the following guys who will assist you with any information you may request.

Philip Hogan 03 489 5222

Paul Modica 03 388 0500

Felix Sajn 03 471 0410

Peter Whelan 03 729 9900

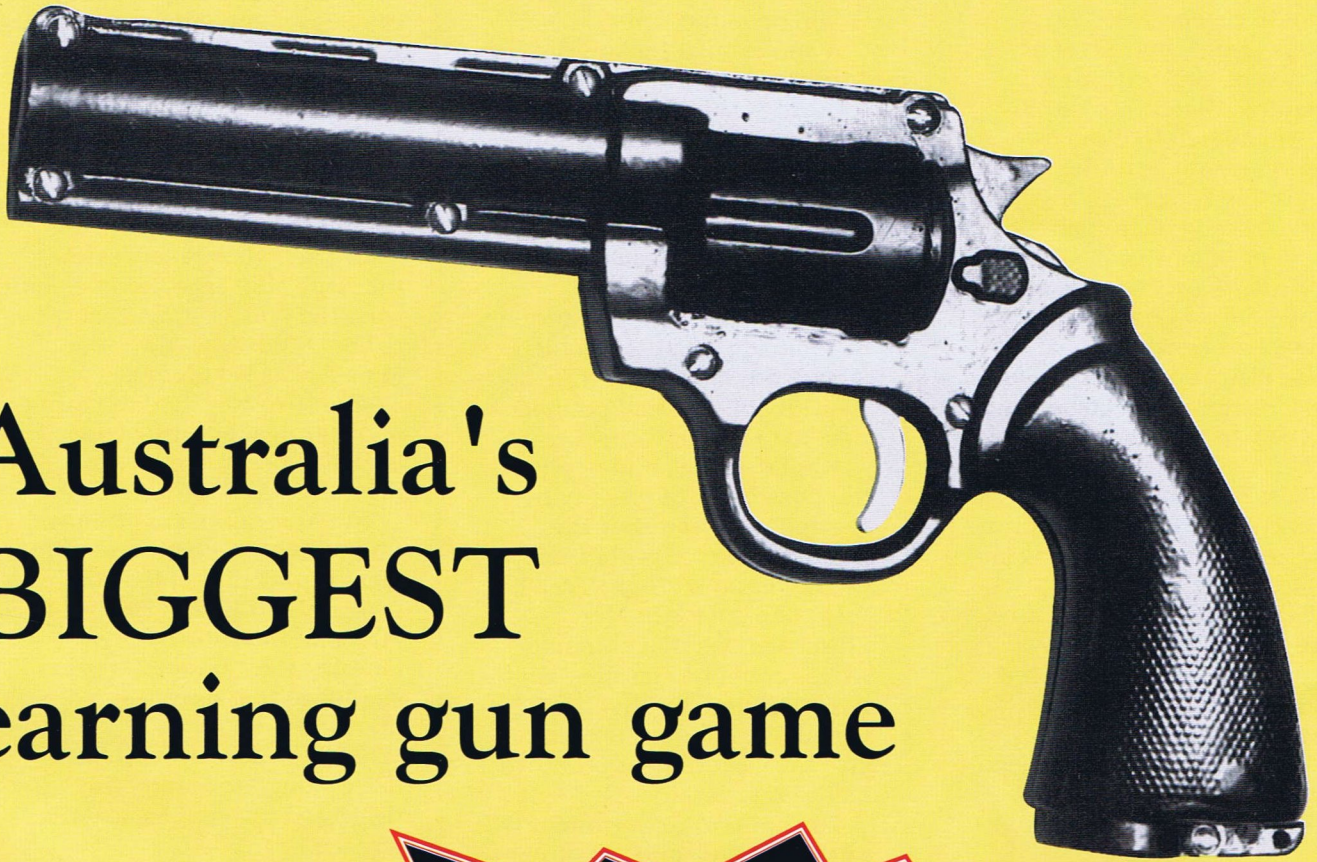
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ALL OTHER EXPORT ENQUIRIES TO PERTH OFFICE



Rating System Urged for Computer Games

Canberra: Computer games should be classified to warn users about their level of violence, says Attorney-General Michael Lavarch.

Mr Lavarch told the House of Representatives during Question Time there was widespread concern about a number of new games.

He said a recent Australian Law Reform Commission report on censorship administration recommended that censorship legislation recognise computer games.

He cited one Sega game called "Night Trap" in which actresses reportedly were drilled through the neck and mutilated by sharp instruments.

Sega Enterprises had stopped the game's release after complaints were made, but there were many other examples of violent material.

"Currently, the Office of Film and Literature Classification does not classify video games at all," Mr Lavarch said.

"Some games may be subject to banning if they offend community standards and others should be subject to restriction or carry an appropriate warning."

Mr Lavarch said he would bring up the issue of computer game classification at this month's meeting of State ministers responsible for censorship - which will also discuss the implementation of changes to the classification of videos.

Mr Lavarch expressed concern that WA had not said whether it would split the "M" for mature classification into two categories.

The Federal Government proposed last year that the "M" category be split into "M" for mature and "MA" for mature adjust, under which films such as "Crocodile Dundee" would be in the first category and those

such as "Silence of the Lambs" would be in the latter.

A spokesman for the WA Attorney-General Cheryl Edwardes said the State Government would support any move to protect children from depictions of graphic violence.

The spokesman said while most other States had introduced or were considering introducing legislation which included the new categories, the WA Government had not had time to consider the issue.

Mrs Edwardes had explored the possibility of classifying computer games after the publication of reports from England about "Night Trap".

He said advice to Mrs Edwardes was that computer games could be classified under WA legislation but the law would need to be amended to give the Government power to ban or restrict them.

The Federal Government will push for video and computer games to be classified by the Commonwealth censor in an extension of its crackdown on violence in entertainment.

The Prime Minister, Mr Keating, has written to premiers and chief ministers seeking support for a classification system for video games and urging them to move quickly to implement the new split M category for films.

Victoria is among those states that have not legislated for the new M film and video category, though the split rating came into use on 1 May.

The federal Attorney-General, Mr Lavarch, said yesterday that there was widespread community concern about violence in some new video games available for use in games parlors and at home. This concern had forced at least one violent game off the market, he said.

Mr Lavarch congratulated the Sega company for opting not to release one game, Night Trap, in which the aim was to rescue five actresses who would otherwise be drilled through the neck and mutilated by sharp electric clamps.

Mr Lavarch is taking action on the issue after recent complaints from the Western Australian Labor Opposition, the federal Minister for Family Services, Senator Crowley, and the former minister dealing with women's issues, Senator Margaret Reynolds (ALP, Qld).

The Australian Law Reform Commission recommended in a 1991 report that video games be classified by the Office of Film and Literature Classification under a system similar to that used for literature.

The literature system has three categories: unrestricted, restricted to over-18s, and refused.

Mr Lavarch also urged the states to enact the agreed amendments to film classification laws to split the M rating into M (a guideline recommending viewing by people aged over 15) and MA (a legally enforceable category for over-15s).

The moves on the M category and now on video games are part of a continuing campaign spearheaded by Mr Keating to restrict children's access to violence in the entertainment media. The Government has also taken a particularly tough approach to violence against women.

The deputy chief censor, Mr David Haines, said yesterday that only South Australia and the Northern Territory had enacted the necessary legislation for film and video by the May deadline.

Continued over.....

Rating System Urged for Computer Games cont...

FOR SOME, IT'S JUST FUN AND RELAXATION.

Jamie Montague and Simon Osborne play the videos and "pinnies" at a city parlor several times a week, and they reckon it's about time the Government understood that kids know the difference between fantasy and reality.

Like most pinball parlor habits, they are against any moves to censor their frequent encounters with the lurid, often violent and blood-thirsty world of video games. Mr Osborne, 20, a bicycle courier, says playing the videos help him unwind after a tough day on the road.

"When I get angry, I come over here and get it all out of my system," he says. "It's better than running over a pedestrian. Then I go home and relax."

They agree that some of the games go close to the limit, particularly those that feature armed combat. Mr Osborne points to 'Time Killers'. 'It's about two warriors trying to kill each other, and as the game goes on you cut off their arms and legs and watch their bodies twitching. Anyone who would take it into the real world, would have to have something wrong with them in the first place.'

Mr Montague, 17, a student, says he has played video games

most of his life and doesn't believe it has turned him into some kind of monster. "I play them because it's fun. You can concentrate on a video game and block everything else out."

"Kids can work out what's fact and what's fiction," he says. "It's just another thing to win votes for the Government."

Mr Montague does believe some games have gone about as far as they can. "They are getting more violent all the time, so there may need to be some control in the future," he says. Neither approves of videos that degrade women, but they don't believe that video games can trigger rape. □

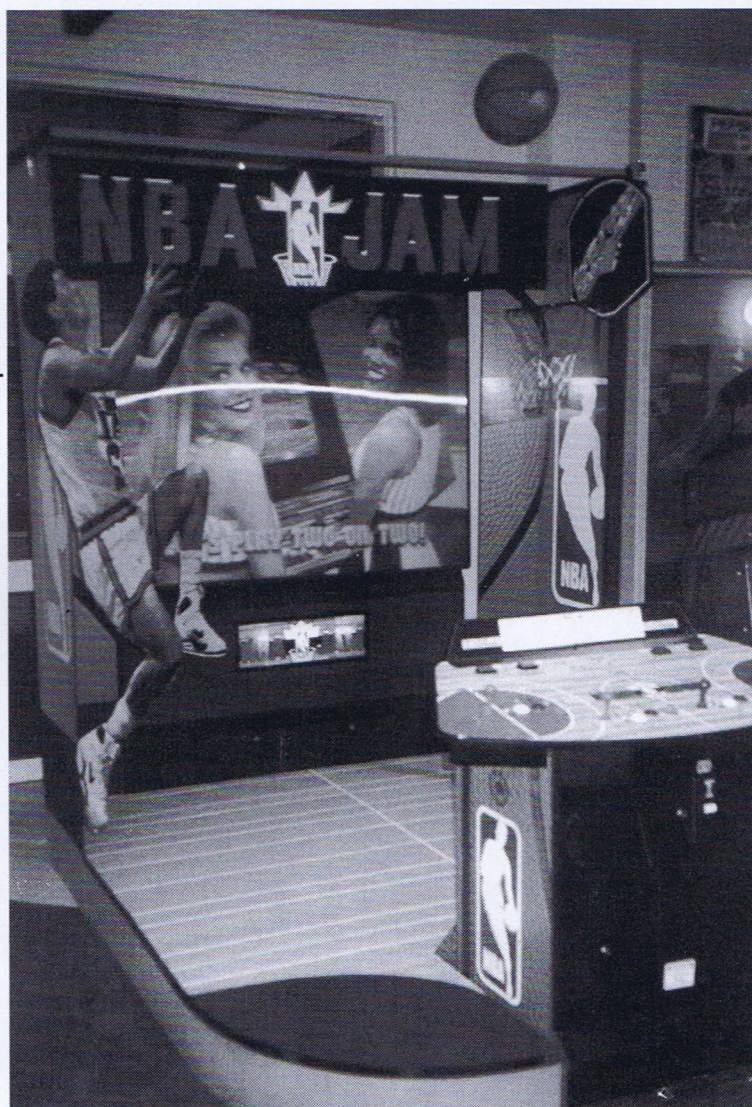
LAI Build Promotional Unit for "NBA JAM"

As part of the promotional activities for "NBA JAM", Leisure and Allied Industries have built a special display unit which features the game in a huge 70" screen.

The display features the standard graphics and artwork from the normal upright cabinet but in order to create a true basketball atmosphere, the display also incorporates a special floor area made to look like a basketball court.

A life-size cut out of one of the NBA champion basketball players is also shown in full flight making a three pointer, with a real basketball hovering above the net.

This special display unit has been used in Timezone stores to promote the game. □



CLAWS FOR APPLAUSE



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ALL OTHER EXPORT ENQUIRIES TO PERTH OFFICE



7.30 Report Attacks "MORTAL KOMBAT"

The ABC 7.30 Report in South Australia attacked the "Mortal Kombat" game on April 29th and 30th.

They filmed the game at length in a Timezone Centre in Hindley St. Adelaide and unfortunately, the "blood" and "violent" settings were set in the "on" position. It is Timezone's Policy to operate the games with these settings in the "off" position but this particular game had been altered without the Management being aware of it.

With the settings in the "on" position, the game shows more violence including blood and body mutilation. These scenes can be removed from the game by following instructions and altering the switch settings as prescribed in the manufacturer's manual.

As reported in recent issues of Leisure Line, there seems to be increasing public awareness of violence in video games, primarily in the consumer game market, but more recently, in the coin-op market.

Leisure and Allied Industries has undertaken some research in this matter and has interviewed an expert on Child Psychology who has published several books on this subject.

The professional view appears to be that violent video games are not harmful to children and shielding children from visual impressions of violence does not assist in them preparing for adult life.

No sane person would ever condone violence but whether we like it or not, it has existed since the beginning of time. You only have to turn on your television set and you see violence not only in programmes designed for entertainment but those that bring us our daily news reports where we see violence and



carnage in real life situations.

It seems ironic that the authorities make no attempt to censor real life violence on television but want to classify violence and games where only fantasy animated characters are used.

It is a clear public perception that violence in video games is harmful to children. Some go so far as to say that it induces people to go out and be violent in the streets. These views are purely perceptions and experts in psychology will argue that there is no basis for such perceptions.

When it comes to distinguishing between fantasy and reality even an infant can tell the difference. There is no evidence to suggest that playing a violent video game would induce any sane person to go out and commit violent acts on the street.

No doubt the industry can gain a considerable amount of expert opinion on this subject however, this is unlikely to change public perception.

Perhaps it is best for the industry as a whole to accept this perception as reality and regulate to meet community demands.

The Industry must make

decisions in relation to self-regulation on a united front and associations are the ideal forum in which to make these decisions.

Leisure and Allied Industries has been actively lobbying State and Federal Government to allow a system of industry self-regulation.

Only games which comply with a strict set of guidelines would be operated in places accessed by the general public including minors.

Associations can also set standards as to the level of violence which is acceptable and what is not acceptable.

It would seem that the community and/or authorities will accept violent games providing they do not display, open wounds, blood, mutilation or dismembering of the body.

There must be definitions within the film censorship industry as to what constitutes excessive violence and the industry may choose to follow the same guide-lines.

REGULATE OR BE REGULATED

It seems likely that if associations don't start regulating the industry, then the Government will do it for us.

We don't want a situation like Queensland where every new game has to be approved by a Government Department. Apart from the fact there is a \$25 application fee for each game approval, it can take days or weeks to get a game approved and the decision is made by a Government Bureaucrat who is untrained and has no professional qualifications to make such decisions.

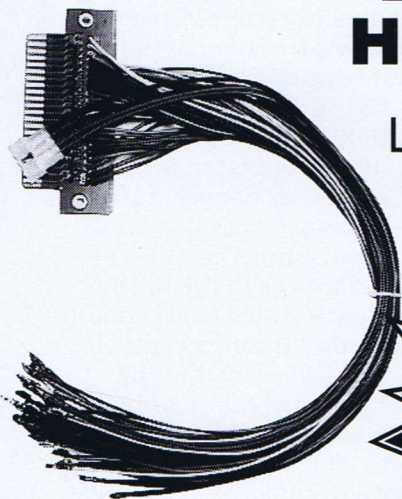
Operators in Queensland will tell us that the last thing we need is more Government regulation in our Industry.

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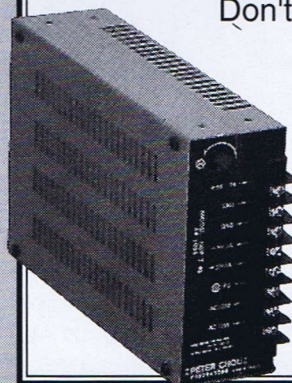
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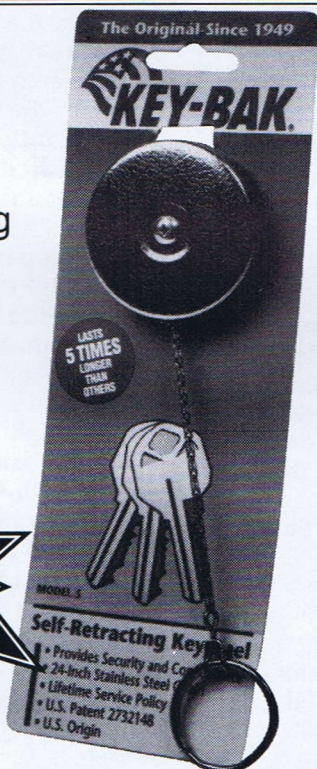
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Queensland: Bureaucracy Beyond Belief

Operators in the Sunshine State are becoming increasingly concerned about bureaucrats bulldozing new regulations into place without any thought for the livelihood of hundreds of Queensland small businesses.

Earlier this year, the Amusement Machine Operators Association of Queensland sought urgent clarification from the Treasurer of Queensland, Keith De Lacy, over two significant areas of concern arising from the Government's declaration of the Art Unions and Public Amusements Act late in 1992.

It seems the new Act and Regulations require payment of all fees six monthly in advance. Previously, under the old Regulations, the fees payable for amusement machine registration were payable monthly, quarterly, six monthly or annually, at the option of the operator.

The new arrangements are likely to cause financial hardship for a number of operators as income is generated over time by customers using machines.

The Governments requirement of payment of fees in advance is likely to cause financial hardship for a number of operators, particularly the smaller operators, as cash flow cannot be generated in advance.

The AMOAQ, through its lawyers, is seeking urgent confirmation from the Treasurer that payment of licence fees and renewal fees for public amusements may still be made in quarterly in advance, as opposed to annually in advance, as appears to be required under the new Act and Regulations.

Worse still, the licence and renewal fees proscribed by the regulations are ambiguous and difficult to understand.

Bungling bureaucrats have designed this scheme which might mean the registration cost for 26 amusement machines is

\$1,750 or \$3,000 - depending how you interpret the ill-drafted Regulations.

AMOAQ has been inundated with queries from members as the level of fees which are payable and conflicting, dubious advice is being given by representatives of the Art Unions Division when clarification of the issue has been sought.

Through its solicitors, AMOAQ has sought urgent clarification of the application of the fee schedule to public amusement licences.

The Association has also asked the Art Unions Division, in consultation with the Association's representatives, review the level of fees contained in the Regulations to attempt to bring the cost to the operator to register machines down to a more acceptable level.

Amusement machine registration is an issue which has been designed by the bureaucrats under the guise of providing an appropriate degree of regulation to ensure the interests of the public, especially children, are safeguarded.

This seems to be the thin edge of the wedge. The fees which have been levied in Queensland are so grossly out of line with the potential to derive income from those machines, that the financial livelihood of all operators in the Sunshine State is in grave danger.

It's understood that the AMOAQ represents some 75 operators in Queensland. In discussions with the Art Unions Division, it has been revealed AMOAQ represents some 30% of all operators registered with the Art Unions Division. The Division views this as an indication that AMOAQ does not generally represent the majority of operators - bureaucratic double-speak for the giving the Association the cold shoulder.

Meetings held between the

Association and the Art Unions Division last year were poorly attended by senior management of the Art Unions Division, and much of the operator input presented by the Association was unheeded.

Input from the Education Department and police who also attended the meeting also went largely unheeded.

It is clear the Department of Treasury - Art Unions Division has a hidden agenda to thwart the development of the amusements business in Queensland. Why this should be, is unclear at the present time.

What is clear, however, is that the Association will have to leave no stone unturned in an attempt to recruit more operators to its ranks to prove it really does represent the majority of operators registered with the Department.

Those who have experienced the brilliantly organised Trade Shows hosted by the Association in Queensland will know this Association is one of the best run in our industry - not only in Australia but also on a world-wide basis.

Operators should stand firm within the ranks of their State Association and support it with all their might. United we stand, divided we fall.

Responsibility towards the local community must be observed at all times, self-regulation is the key, Government intervention spells financial and political disaster for our industry.

Operators interested in joining the Amusement Machine Operators Association of Queensland should contact the Association President, Ken Priest, on (07) 841 1021.

Operators interested in joining in their State Association in other states should contact their local Leisure and Allied Industries office for details.

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Victorian Operator News

Reprinted from The Official Newsletter for the Council of Accredited Amusement Operators

CHAIRMAN'S REPORT

Friends and Colleagues,
A very big welcome to Delano Reiss of Bumper Action Amusements whose application for membership was accepted by the board of Management and ratified at our last General Meeting. We wish you well Delano!

Little Johnny "Flipper" Dyason is sure pleased he joined CAAO. As is the case after each general meeting a few of the lads and lassies who enjoy the fantastic seascape from the lounge bar of our meeting venue, get down to a glass of convivial cheer. And its not unknown for yours truly, the chairman, to feel obliged (so to speak) to join in. Well, at our last occasion, whilst a few of the eager starters were waiting for the chairman to pack up his gear from the general meeting, "Flipper" decided to stroll into the new Tabaret section and invest a dollar. Whammo! Second touch of the old buttons and he became the most avid supporter of CAAO meetings ever, when three thousand reasons miraculously appeared before him on the screen. The hotel manager confirmed the biggest payout since opening the Tabaret three weeks prior.

So as the other ten of us could all share in the joy of Johnny's success, he kindly broke out three dollars of his winnings and put it on the bar toward the massive party that followed. Be it on record that the chairman paid for the peanuts and also noted that this story is no "fish tale".

Enough frivolity, down to business. Peter Whelan has requested copies of all state and national operator organisation rules and regulations and those available have been forwarded to our lawyer Robert Toth. Robert is examining these documents together with our minute books (which contain our rules), so that we can

collate our constitution into one simple document. More info at the next general meeting.

Congratulations are in order for three newly elected members of the Board of Management which has been increased to eight. Graeme Cock, Felix Sajn and Peter Whelan are the lucky ones voted in as "workers for the common good".

Some members of the trade are upset by the activities of one distributor/operator who is mailing to sites and "guaranteeing" minimum takes. It seems the unfilled pinball market must be shrinking. Do importers have to provide these sort of inducements, making life even harder for Operators who get pushed out by the big boys, before recovering the cost of their earlier placed machines? How do you see it?

One way to address the above situation is LOCATION CONTRACTS. Robert Toth has studied every document of the amusement industry that he can lay his hands on. These include documents provided by another state organisation, numerous individual contracts, and even the American industry standard. The chair has had a sneak preview and believes that we've got a beauty. With the approval of our next general meeting, printing will take place.

CAAO is preparing a "Code of Ethics", and it is very important that all members are given the opportunity of input to it. If you want to have your say, and throw in an idea or two, be a financial member and present yourself on Thursday, May 6th 1993 at the Sandringham Hotel.

Eight suppliers to the Amusement Industry supported our February/March newsletter. Six and a half pages of advertising appeared, no doubt in large to a little persuasion from our amiable editor- Felix Sajn. This effort will assist CAAO to be

independent in expressing views, and also help to ensure that our funds grow to meet the challenges of the future. A great big thank you to the advertisers must be in order.

Our Trade Show Sub-Committee has organised the venue and dates of what we are determined will become one of the two great annual trade shows in Australia. In future years CAAO's autumn expo will be a "musn't miss" event this year will see us start to claim that ground.

We should take the time to cast an envious eye at Dayle Harrison of DMH Investments and Peter Whelan of East Coast Coin. Both of these members have recently returned from overseas jaunts with their spouses, Dayle from Bali and Peter from Fiji. If you join CAAO, you too can learn how to do better than survive in the Amusement Machine Industry.

Quote of the month: "An Amusement Machine Operator is really a trucking business who's its own best customer".

CAAO means Business, for you and you.

*Thomas Davenport
CHAIRMAN.*

MEETINGS PROCEDURE

Due to an incorrect or misinformed usage of Apologies and proxy voting on behalf of members the following procedure should be adhered to.

Apologies on behalf of members not turning up should be notified in writing to the CAAO office not later than one day prior to the meeting date. (Faxed or posted)

Proxy votes for meetings must be in writing addressed to the Chairman at the CAAO office stating the meeting date it is to apply for and to whom the proxy was given to. This must be received at least one

Continued over.....

Victorian Operator News cont...

day prior to the meeting which it applies. The proxy may give the vote for the entire meeting or only for a particular issue.

Any items for the agenda must be received at the CAAO office seven days prior to the meeting date.

Because of the late publication of this issue you have, for this next meeting only the right to issue your proxy vote up to one day prior to the meeting date.

PCB AND MACHINE IDENTIFICATION

The last meeting of the Victorian operators association CAAO adopted a report that urged all operators to identify their PCB's and machines and to make public knowledge of the fact in an endeavour to halt the continuing theft of game boards and machines. The idea of placing notices in sites that have been burgled offering cash rewards for information leading to the conviction of offenders was also mooted. The following is the procedure that was promoted.

- 1) All PCB's are to be etched with an electric engraving tool with a serial number or suitable identifying mark.
- 2) A PCB that has an identifying mark erased is considered by police to be suspect/stolen and can be impounded for forensic verification.
- 3) Receivers of defaced goods are in the eyes of the law equally guilty and can be

subjected to a criminal charge.

- 4) All trade magazines and board sellers in and around Australia should promote a warning to purchasers indicating the above.
- 5) Affix labels to all video machines indicating that the PCB in the machine are coded as a deterrent.

MELBOURNE TRADE SHOW

The dates for the Trade show have now been brought forward one day because of booking problems. The venue for this event is still the Moonee Valley race course which has many convention rooms. For those of you who are familiar with the race course the convention room chosen is the Celebrity room. This room of approx 12,000 sq feet is large enough to handle most conventions. The room is 4,000 sq ft bigger than last years venue which is an indication that this show will be even bigger than last year.

A few surprises are in store for operators which will attend on the two days with new product released for the first time and not to mention special prices. For the first time the organisers are planing technical seminars and other informative talks through out the two days. There will be a pinball competition held on four of the latest pinballs from different manufacturers. All money raised from this competition will be donated to Charity, so come

along and help a worthy cause.

There will be a Dinner/Dance on the Wednesday night after the trade show so if you would like to meet your fellow operator/distributor on a lighter note make your booking with one of the organisers listed below. This night will be a spectacular event and one to remember as Daryl Cotton and his band "The Rocka Fella'z" have been booked for the occasion. Prizes and give aways have been organised throughout the night so you have a very good chance of winning something. Tickets for the evening which includes pre-dinner drinks is a mere \$45 per head. Book early to avoid disappointment as tickets are limited.

A raffle will be conducted in conjunction with the trade show with the major prize being a trip for two to the American Trade show in Anaheim. This prize includes five (5) nights accommodation at a major Hotel.

FOR MORE INFORMATION ON THE TRADE SHOW CONTACT

PAUL MODICA (03) 388 0500
FELIX SAJN (03) 471 0410
PETER WHELAN (03) 729 9900
PHILIP HOGAN (03) 489 5222
GRAEME COCK (03) 689 5477

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MAHJONG STRIP BAN

Beijing: Video game fans will have to settle for tennis and space wars following the closure of arcades which offered popular erotic mahjong games.

Four amusement parlours providing a saucy version of the traditional gambling game were closed in a fight against pornography.

The games, imported from Japan or Hong Kong, are a

variation on Chinese dominoes in which the player takes on the machine.

Every time the player wins, a computerised pin-up girl takes off an item of clothing.



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Timezone Promo Plans Ahead

All of the Timezone State and National Management congregated together at the end of April for their annual marketing and promotions conference.

The meeting which was held in Melbourne was designed to review promotional and marketing activities for the preceding year and set a promotional calendar for the coming year.

The meeting was chaired by Timezone Marketing Director, Chris Blackman. Those present included John Oswin, Robert Harvie, Adam Steinberg, David Morrison and Peter Finney from Victoria, Juan Uribe and Rashid Bhuiyan from New South Wales, Gerald Morgan

and Valerie Lee from South Australia, Alan Freimuth from Queensland, Mark Bebb and Malcolm Steinberg from W.A. The meeting was also co-hosted by National Promotions Manager Ross Wyatt and present also were representatives of the

Company's Advertising Agency, Lintas.

Chris Blackman told Leisure Line "promotional planning is an integral part of the whole marketing calendar for the Timezone group. Our annual meeting gives us the opportunity to get feed-back from our state management so as to ensure that our promotional calendar meets the needs of Timezones all over Australia. Marketing isn't everything but everything is Marketing so the results we achieve is very much a team effort", said Mr. Blackman.

No doubt LAI will have some exciting promotions for their Timezone Division during the next year.



Jury Acquits Leisure Centre Owner of Tax Cheating Charge

BRISBANE

A Supreme Court jury acquitted a leisure centre owner who was charged with defrauding the Commonwealth Government by not declaring almost \$300,000.

A jury of five women and seven men found Alan Ronald Schofield, 42, of South McLean, not guilty of two counts of defrauding the Commonwealth on his 1988 and 1989 tax returns.

A moment before the jury entered the court room with their verdicts after seven hours of deliberation, Schofield leaned out of the dock and asked a friend sitting behind him to drive home his distraught wife.

His wife, Sally, sobbed as the jury delivered their verdicts.

Schofield, who said he was relieved, walked out of the courthouse with his wife to go home to their six children.

During the week-long trial, Australian Taxation Office solicitor Dimitri Pateros said

Schofield did not make legitimate tax deduction claims on about \$30,000 worth of wages.

Mr Shane Herbert, QC, for Schofield, told the jury his client "struggled with accounting".

"Honest people make errors," Mr Herbert said.

Schofield told police in a tape recorded record of interview on January 22 last year, that he based his income assessment on bank deposits on his accountant's advice.

Mr Pateros said figures on video machine takings sheets - which the defence revealed had been stolen by a disgruntled employee and sent to the ATO after a blackmail attempt failed - showed the true income of the business.

On his tax returns, Schofield had stated incomes of \$468,024.20 in 1988-89 and \$436,374.27 in 1989-90.

The video machine takings sheets, which register every 20c coin put into Schofield's 113

machines, showed an income of \$585,782.12 in 1988-89 and \$512,209.75 in 1989-90.

Mr Herbert said the Director of Public Prosecutions wanted tax avoiders criminally convicted and Schofield was "the sacrificial lamb".

Mr Herbert said the prosecution was pursued despite evidence that Schofield honestly believed that he was doing the right thing using his bank deposits - not machine taking sheets - to assess his income.

Schofield's accountant, James Wingate, who has 10 years experience preparing tax returns for two leisure centres, said the machine taking sheets would have hindered income assessment because they were inaccurate.

The previous owner of the machine centre had used the same system, Mr Wingate said.

Mr Herbert said these criminal proceedings were not to retrieve unpaid tax but to convict Schofield of dishonesty.

Timezone to Produce Magazine

Timezone, a division of Leisure and Allied Industries, will produce a monthly consumer magazine under the "TIMEZONE" masthead.

The publication will cover a wide range of topics including lifestyle issues aimed at the teenage market. A substantial part of the magazine would be devoted towards information relating to existing and new game products so as to keep the game players better informed about the industry's products and services.

Heading up the Timezone publication will be Anthony Maughan who has had extensive previous experience in

magazine publication. Tony, who gained most of his publishing experience in Sydney, now resides in Perth.

Chris Blackman, Timezone's National Marketing Director advised Leisure Line that there were already a number of magazines dedicated towards the consumer game industry including recently released "Nintendo Magazine System". "Our Timezone Magazine would be the first publication in Australia, and probably the world, that is dedicated to coin-operated games", said Mr. Blackman. The magazine will be distributed through Timezone stores and news agents



Anthony Maughan

throughout Australia. The first issue which will be published in October this year will have a circulation of 10,000 which is expected to increase rapidly during the first few months of publication.

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SEGA

LAI Produced Cabinet Shown



LAI Signs Exclusive for Micro Coin

Last month, Leisure and Allied Industries signed an exclusive distribution agreement with Micro System Controls Pty. Ltd., manufacturers of the Micro Coin Electronic Coin Validators and Accessories.

The Agreement which is exclusive for the Amusement Machines Industry covers the entire Micro System range of products.

Mr. Eddy Cochrane, Supply Director for LAI said their engineering department had been testing and evaluating the Micro Coin validators for almost 12 months and were now satisfied that Micro Coin had many features which were superior to other electronic coin validators on the market in Australia and overseas.

"We are pleased to be associated with an Australian company who have already established their product not

only in the Australian market place but also in Europe and the United States. We have worked with them to develop a product which we now consider is ideal for the Australian and New Zealand markets", said Mr. Cochrane.

Some of Micro Coin's best features include its ability to accept up to 12 different coins or tokens, programmable by the operator on location, fits most coin doors, strim-proof built-in credit unit on the S6 model with an optional audit function. Furthermore, the price of Micro-Mech coin validators is very competitive with other products on the market.

Mr. David Yunghanns, Managing Director of Micro System Controls Pty. Ltd. said he was delighted to be associated with Leisure and Allied Industries. "They are able to



provide a distribution network in all States and will be fitting Micro Coin validators to all their manufactured product. LAI are a very marketing orientated company with an aggressive and very innovative approach to the market place. I have discussed marketing opportunities for our products with LAI's Marketing Director, Chris Blackman and I am satisfied that LAI are the right organisation to represent us in the amusement machine industry in Australia" said Yunghanns.

Mr. Chris Blackman, Marketing Director for LAI said that the Micro Coin product is not new to operators in Australia, having been in the market place for two years. □

VR Games Popping Up All Over

There were three different "Virtual Reality" games on the floor of the recent ACME Show in Las Vegas and many more are definitely on the way.

Visions of Reality Corporation, a Californian based company has licensed some defence Industry high tech. from Kaiser Electro-Optic Inc. Cockpit and head-mounted display technology used in the "F-18" and "Stealth" aircraft, etc. will be adapted for coin-op "Virtual Reality" games. Added into the mix will be software from "Sense 8" Corporation which is helping Nasa do its "Virtual Reality" applications.

W Industries Ltd. of the U.K. are also reported to have redesigned their "VR Visette" unit and will soon be releasing a new model which will have the

weight of the helmet unit reduced significantly.

Sega still appear to be on course to release a "Virtual Reality" system in August and rumours still abound that Namco and Konami will also be introducing a "VR System" this year.

We have also heard that an American based video game manufacturer will introduce its own coin-op "Virtual Reality" System later this year in time for the AMOA Show.

At least one of the two major home video game systems will bring "Virtual Reality" to the market for this Christmas using a "goggles - style" headset. □

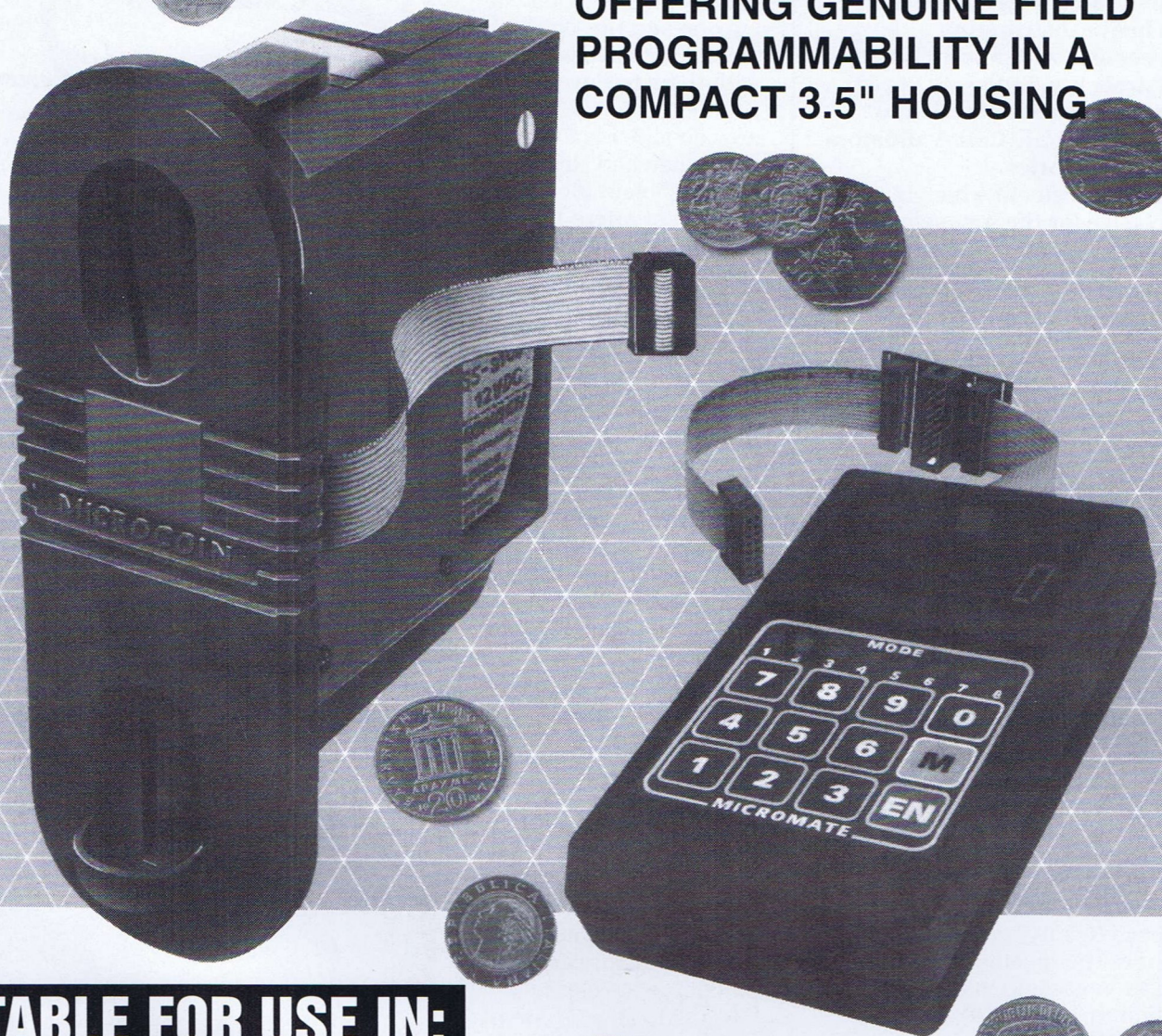


INTRODUCING THE NEW

MICROCOIN S5 & S6

ELECTRONIC MULTI COIN VALIDATORS

**OFFERING GENUINE FIELD
PROGRAMMABILITY IN A
COMPACT 3.5" HOUSING**



SUITABLE FOR USE IN:

- Amusement Machines, Juke Boxes, Pinballs
- Vending Machines
- Ticketing
- Slot Machines

MICRO SYSTEM
Controls Pty Ltd

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& Allied
Industries**
Established 1958

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Northcote, Victoria 3070
(03) 489 5222

This product is marketed and sold in Australia under an exclusive licence held

ALL OTHER EXPORT ENQUIRIES TO PERTH OFFICE

MICROCOIN S5

FEATURES

The MICROCOIN S5 incorporates all the features of both a multi coin electronic validator and a single price accumulator in a compact 3.5 inch housing. It is extremely versatile and can be supplied pre programmed to suit a variety of applications.

MICROCOIN can also be quickly and easily programmed or reprogrammed in situ.

MICROCOIN provides fast (3 coin per second) and accurate discrimination using new technology,* and together with genuine field programmability offers a solution to your coin validation problems now and into the future.

• FIELD PROGRAMMABLE

Can be programmed to accept new coins or tokens or different coin currencies quickly and easily in the field without removal from its in service location.

• COIN OUTPUTS

Can be programmed to accept up to 12 different coins or tokens. The credit pulses of which can be directed to any of the 6 coin output lines. The number of pulses is also programmable.

• OUTPUT PULSE WIDTH

The width of all output pulses programmable.

• PRICE OUTPUT

A programmable accumulated price output is provided in addition to other coin outputs.

• FRAUD ALARM

Alarm output in event of "stringing" or "Yo Yo" practices.

• INHIBIT

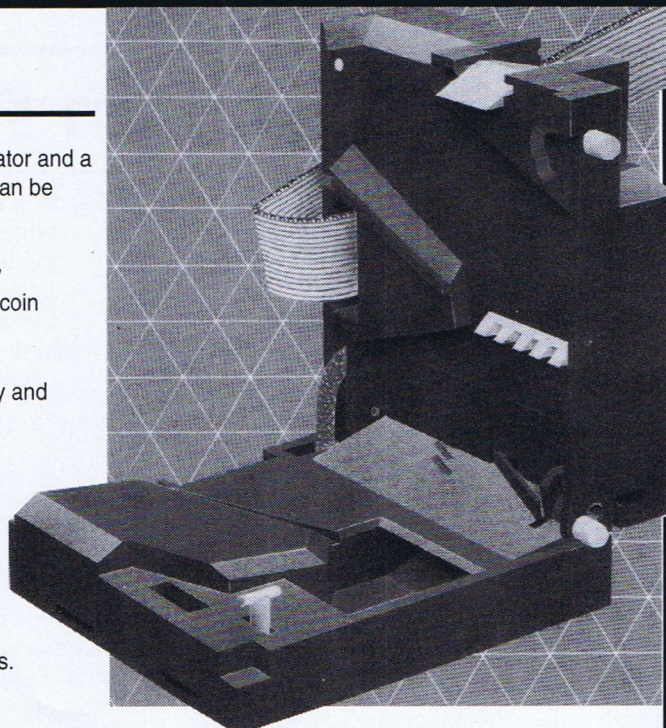
General blocker inhibit input. Plus inhibit of individual coins.

• DISCRIMINATION

Normal and narrow discrimination bands for each coin. Offering even more protection from slugs and migratory coins.

• MAINTENANCE

The convenient 90° split opening and unique point contact coin path* allow the MICROCOIN to handle wet and dirty coins and minimise costly downtime and servicing.



MICROCOIN S6

FEATURES

The MICROCOIN S6 incorporates all the features of the S5 **AND MORE**

Designed with the ever changing amusement industry in mind, we have included all MULTI CREDIT & MULTI GAME BOARD functions into the same compact 3.5inch housing. No more add on boards and interface problems.

• SPECIAL FEATURES:

- User selectable multi credit function (direct credit conversion) or multi credit and multi game function (indirect credit conversion) means the MICROCOIN S6 will suit a majority of applications.
- The MICROCOIN S6 can be programmed with up to 6 credit thresholds. Each threshold can be set to any value and is not limited by coin denominations. The number of credits at each threshold either pulsed direct or accumulated for indirect conversion is also programmable. The MICROCOIN S6 offers unparalleled flexibility for the amusement industry.
- 4 game select inputs and corresponding 4 game outputs are provided and are used in conjunction with the 6 credit threshold when the MICROCOIN S6 is set to multi game function (indirect credit conversion).
- Cash meter output. Pulse value programmable.
- Interactive credit display output provided. 2 digit credit display is available as an optional extra.

* International Patents Application No. PCT/AU91/00295

Microsystem Controls Pty. Ltd. reserve the right to change the specifications without notice

MICROMATE FEATURES

The MICROMATE is an inexpensive hand held programming and diagnostic tool. It is supplied with an adaptor board which allows it to be interfaced between the validator supply and the validator.

No additional supply or port is required. Operation is via keypad and 4 digit LED display.

The MICROMATE is used to program the S5 and S6 validators for new coins or tokens in the field. It is also used to access and set the various functions within MICROCOIN by selecting the appropriate mode.

Mode No.	Function	
	S5	S6
1	View coin settings	View coin settings
2	Set discrimination levels	Set discrimination levels
3	Set accumulated price	Set cash meter pulse value
4	Set each coin inhibit	Set each coin inhibit
5	Set coin output lines	Set conversion type
6	Set output pulses	Set credit threshold table
7	Set coin values	Set coin values
8	Program new coins	Program new coins
9	Set output pulse width	Set output pulse width
10	Clear all settings	Clear all settings

MICROCOIN S5 & S6 - TECHNICAL DATA

Acceptance:	Up to 12 different coins or tokens
Diameter:	16mm to 34mm
Thickness:	1.0mm to 3.4mm
Dimensions:	Height 99mm, Width 89mm, Depth 45mm
Temperature:	Storage - 15c to 75c, Operating 0c to 55c
Supply Voltage:	12 volts DC regulated, 1v, +5v
Configuration:	MICROCOIN can be supplied in front entry form with or without a face plate or in top entry form

by AVEL Pty Ltd and in New Zealand under an exclusive licence held by Coin Cascade.

SYDNEY

2-6 Burrows Road,
St. Peters, NSW 2044
(02) 516 5111

BRISBANE

57-65 James Street,
Fortitude Valley, Qld. 4006
(07) 358 5833

NEW ZEALAND AGENT

Coin Cascade Ltd.,
5 Vulcan Place,
Christchurch 2, N.Z.
(03) 338 1411

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Microcoin Product Bulletin

INTRODUCTION

The MICROCOIN validator has been designed as a universal electronic multi-coin validator.

It is a field programmable device, capable of accepting up to 12 coins and/or tokens. Its robust enclosure ensures a highly reliable and maintainable device which has only one moving part.

Utilising the Motorola MC68HC11 E9 microprocessor, the Microcoin incorporates not only key parameter programming capabilities but also special security aspects to avoid fraud and invalid operation.

THEORY OF OPERATION

The MICROCOIN validator has several unique characteristics, currently under patent application, which distinguish its operation.

DISCRIMINATION

The MICROCOIN validates coins through the application of a single pulse, which energises a set of detect coils and causes a response dependent upon the type of coin located between the coils at that time.

This response provides a "coin signature" which is compared against a set of preprogrammed reference values to validate or reject the inserted coin.

This method of discrimination enables very rapid coin validation whilst maintaining the flexibility to program the unit to specific coin values and parameter settings.

COIN PATH

Coins are directed into the discrimination area along a "flight path" which is designed to:

- (i) Maintain the same orientation for each coin;

- (ii) Roll each coin along its edge rather than its face to avoid contact with the optical detect devices and, therefore, enhance the maintainability.

ENCLOSURE

The MICROCOIN has a 31/2" enclosure which houses the electronic componentry and accept/reject mechanism. Its ability to swing open to 90 degrees offers fast & easy access for coin path cleaning and clearing of any foreign objects.

PROGRAMMABILITY

Each validator may operate as either a single coin validator for up to 12 individual coins or as a multi-coin validator.

If different coins are required, they can be programmed simply and quickly, on-site if necessary, by following the programming instructions.

In the S5, an accumulated price output is set according to the required game play price. For instance, a 60¢ game would have this parameter, (found under Mode 2), set at 60, whilst a \$1 unit would be set at 100. Individual coin values may be set at multiples of the Mode 2 setting to provide bonus credits. For example, \$1 is set at 120 to provide 2 games for \$1 in a 60¢ machine. The bonus facility is "coin dependent".

In the S6, a programmable credit threshold table allows up to 6 threshold levels to be set to issue bonus credits. The flexibility of this is that any coin may be used to reach the threshold levels programmed. For example, 5 x 20¢ coins may be used to reach a threshold level of \$1 to get 2 games in a 60¢ machine.

Other programming parameters are explained in the Operating Instructions.

ACCEPT/REJECT MECHANISM

Coins are accepted or rejected by the action of a gate within the validator.

In its idle state, or in a powered down situation, the gate is positioned in its reject mode.

When a coin is validated, a solenoid is energised and pulls in the gate under magnetic force. After each action, the gate is returned to its idle position by a spring action.

There is an "anti-stringing" gate, which will trap a "stringed" coin if it is inserted.

OPTICAL SENSORS

Three sets of optical sensors are incorporated into the validator to track the presence of a coin within the validator and initiate various events as the coin passes through the unit.

Each set of sensors is constantly monitored under software to detect any failure or blockage.

Should such an event occur, the validator will be automatically inhibited and reject all coins. In the event of a blockage, the validator will resume normal operations when the blockage is physically cleared. If an optical device fails, the validator will continuously reject all coins.

(a) Coin Detect Sensor

When a coin is inserted into the validator, the Coin Detect sensors detect the presence of the coin and the Coin Detect signal causes the validation process to commence.

(b) Coin Gone Sensor

As a validated coin passes down the accept path, the

Continued over.....

Attractive Toys

for Skilltesters and Prize
Redemption Games

\$ **325**

per carton
of 200 toys



Photograph
indicative only

Quantity Discounts Available

Contact your nearest
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TECHNICAL TOPICS

"CREATURE FROM THE BLACK LAGOON"

Sample game miswiring on solenoid 23 (up ramp coil) and manual wiring corrections.

The wiring for the up ramp coil (Solenoid 23) may have been miswired on sample games. The tieback diode (D12) should be connected to J126 pin 10.

Due to the fact that some sample games were miswired, the operations manuals also has some errors in it. Please correct your manual as follows:

1.) The solenoid table on page 3-5 and inside the front cover, at the bottom of the page (**J126-12, violet-green, tieback diode) should read J126-10.

2.) Page 3-23, The Power Driver Board Connectors:

J126-7 (should read) blue-violet, sol 23 to playfield coil.

J126-10 (should read) violet-green, sol 23 to tieback diode.

J126-12 (should read) not used.

3.) Page 3-8, solenoid wiring, change J126-12 to J126-10. □

Bally Late Model Pinballs Power Up Problem & Solution



SUBJECT

Later model pins using the A4 MPU Pcb.

PROBLEM

Game does not want to Power-Up all the time. To get the game to Power-Up most of the time, you have to turn it on/off/on a few times to work.

OBSERVATION

Check the game while it's P.O.S.T. (Flicker/Flash) L.E.D. mode. It will probably stop at the sixth flash of the test, indicating a problem in the Zero Crossing Detector Circuit.

SOLUTION

Replace the R113

(2K Ohms, 1/4 Watt) and your back in business.

NOTE

While you have the A4 MPU Board out on the bench, check for cold or broken solder joints around the pins of J4. This is the Power Input connection for the A4 MPU Board, and in older games, most problems are caused by insufficient power getting to, and loss of continuity to game components.

**IT'S THE GAMES
THAT LAI REJECT,
THAT MAKES
LAI GAMES
THE BEST!!** □

Microcoin Cont...

Coin Gone sensors signal to the validator that the coin has exited.

(c) Coin Direction Sensor

In the event that coin "stringing" is attempted, the Coin Direction sensor, in conjunction with the Coin

Gone sensor, will indicate to the validator that a coin has passed in the wrong direction. The unit will immediately inhibit its operations and issue a fraud alarm signal.

MAINTENANCE

The Microcoin validator is

provided with a 12 month operational warranty. Any unit which is deemed faulty within this time will be replaced on a Return-To-Base basis.

Maintenance is extremely simple and amounts to no more than opening the device and cleaning the coin path. □

Williams Electronics Games, Inc. Raises the Stakes to Pinball Success

DRACULA™ CAPTURES THE HAUNTING POWER OF ONE OF THE MOST SUCCESSFUL MOVIES OF THE YEAR

In collaboration with Columbia Pictures and Francis Ford Coppola, Williams Electronics Games Inc. proves that "love never dies" with the introduction of **DRACULA**. Based on what has become the year's biggest grossing international film success—with total box office revenues in excess of \$200 million—players everywhere will be spellbound by some of the most dynamic features that have ever appeared in a pinball machine.

Following the storyline of Coppola's lush romantic epic, **DRACULA** unfolds the Victorian world of Bram Stoker's vision down to the intricate detailing of the lead character's London manor house, his Transylvanian castle and, of course, his cherished coffin. In addition, this faithful adaptation has been ably enhanced by the inclusion of the film's original musical score, special custom speech from the Prince of Darkness himself, Gary Oldham, actual movie footage translated into Williams' own Dot-Mation™ animation, and other authentic speech featuring the star-studded cast.

A complete entertainment experience, **DRACULA** mesmerizes with players having the opportunity to stake their claim to the wonders of mastering a true first in pinball history with the unveiling of Multi-Multi-Multi-Ball® for heart-pounding scoring that's second to none. From Dracula's Castle through the green mist floats the mystical, magnetized ball on its journey across the playfield



to the sanctuary of the Abbey. Hitting the ball, however, unleashes 2-Ball Mist Multi-Ball where all ramps and tunnels are worth 10 Million points.

Also, during this mode, players will discover that they can still activate 3-Ball Castle Multi-Ball as well as the compelling Coffin Multi-Ball which will deliver four balls into play and rewards of 2X or even 3X multiple Jackpots totalling hundreds of millions of points! But there's still more as **DRACULA** incorporates a tantalizing Video Mode, on the blood red Dot Matrix Display, where oncoming werewolves must be stopped. Gargoyles, rats, bats, dungeon

passageways, the crazed Renfield kept prisoner in the Asylum and many other mysteries await those looking for a pinball they can really sink their teeth into.

Only the imaginative minds of the number one pinball company in the world could create such a sensational package complete with the technical reliability, superior engineering and the quality craftsmanship you've come to expect from Williams Electronics. For more information about **DRACULA**, contact your local LAI Office in Australia and Coin Cascade in New Zealand.

BUTTON BARGAINS

Large Range of Imported Player Buttons
If we don't Stock it - It's Not Worth Buying!!



65¢
each

WICO Type Button

P/No. 1073

With PAL Nut. Both Long & Short. Full Range of Colours. Specify Colour Required.

Illuminated Circular Buttons



\$7.45
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P/No. 1075400042
White Insert
14 volt

Player Button

with See-Thru Lense



\$1.00
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P/No. 1073702
Imported Model
Now Discontinued
CLOSE OUT PRICE NEVER TO BE
REPEATED
Green & Blue. colours only

Vertical Mounted Player Button

P/No. 1074MSV

Includes Microswitch.
Red, Blue,
Yellow, White & Green



\$3.75
each

Push Button with Leaf Switch

P/No. 1074LS

Total Response. Red or White



45¢
each

Illuminated Rectangular Push Button

\$7.45
each



P/No. 1075400045

With Microswitch. Red, Blue, Yellow & Green. 14 volt. As used on Skilltesters

WHEN ORDERING QUOTE THE PART NUMBER AND COLOUR REQUIRED. PRICES EXCLUDE MICROSWITCHES UNLESS STATED.

BUSTED!

WMS probe gets Italian cops to raid alleged counterfeiters; raids signal "beginning of the end" for Europe's copyboard market

The copyboard market in Europe is hearing the wail of sirens in the distance...sirens that say, "Your end is coming." On Feb. 12, WMS, Inc. of Chicago joined Italian police in raiding two Italian companies accused of manufacturing and distributing counterfeit copies of Mortal Kombat videos. Seized were PCBs worth over \$225,000. Criminal and civil complaints have been filed.

One target of the raids was a firm called Electronic Devices, owned by Paolo Di Nunno. This controversial Italian dealer has been called "the King of the Copiers" in the European trade press and by certain knowledgeable industry people elsewhere in the world. Di Nunno had no comment when we contacted his firm by fax. The other firm raided was called Lombarda Giocca, also of Milan.

The Feb. 12 action was the first major raid under a new Directive from the European Economic Community which forced Italy, Spain and several other countries to adopt tough new copyright protection laws. These European nations have long been hotbeds of video game counterfeiting...but that's coming to an end according to WMS President Nicastro.

"The authorities in Italy and elsewhere in Europe are vigorously enforcing the copyright and trademark laws," Nicastro stated. "Anyone who falsely believes the authorities are apathetic or don't care about protecting intellectual property are in for a rude awakening." Nicastro said WMS would use all available means, both criminal and civil, to pursue and seek prosecution of anyone dealing in copies—be they a factory, dealer, or operator—wherever they are found.

How did the raid come about? WMS's video game subsidiary, Midway Mfg. Co., investigated charges of counterfeiting against the two Milan firms. Midway gathered evidence and developed a strong case. Then Midway filed a complaint with an Italian prosecutor's office. Officials "became actively involved... within mere hours of the filing" because of the convincing evidence, Midway said. The raids were carried out by a special division of the Italian State Police that's responsible for financial crimes. The division includes computer experts.

Midway said the raid represented the first application

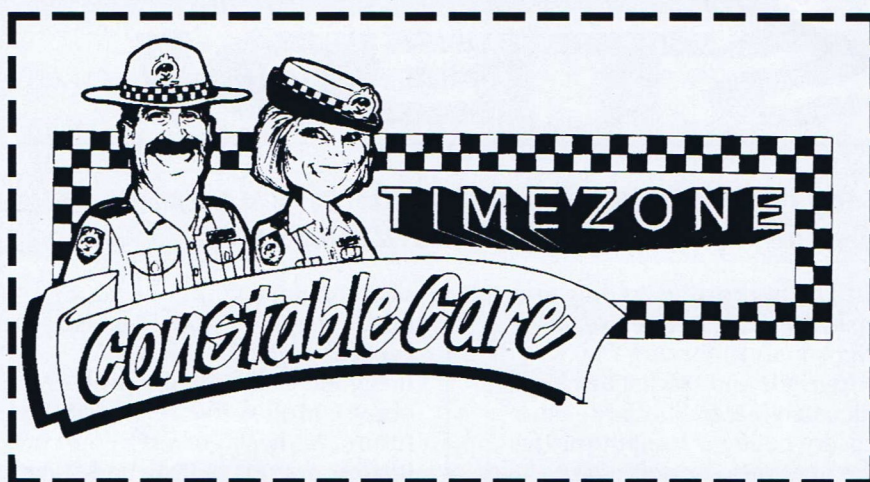
of an Italian law that became effective Jan. 1, model on EEC Directive 91-250 which is designed to more fully protect copyrighted software. As for the future, Midway vowed to pursue further actions in Italy and "take our show on the road to other European countries." Buyers who want to be sure they're getting a genuine, legal game should look for the AAMA "Protect" sticker on the circuit board, WMS added.

Other copywar news: Capcom Co. Ltd. (Japan) investigated three British companies accused of dealing in counterfeit video games and asked the International Chamber of Commerce for help. Police raids soon followed on Feb. 2 and 3. Results included raids on three firms, seizure of 150 alleged counterfeit games, and at least one arrest. This news comes from Japan's Game Machine Magazine. And, here in the States, AAMA Exec VP Bob Fay advised RePlay that the JAMMA funded Anti-Counterfeit Advisory Group is getting ready to set up shop worldwide, with former agents of the FBI, DEA, Scotland Yard, etc. tracking down counterfeiters in Europe, Latin America, Asia and Australia. □

LOCATIONS FOR SALE

We have a number of locations available which have the very latest games installed. All locations are sold with a signed contract and are on low commission rates.

**For further particulars,
contact your nearest LAI Office.**



Constable Care is a program that operates in New South Wales, Western Australia and South Australia in conjunction with the Police and Education Department throughout primary schools from grades 1 through to 6. Constable Care is very strongly supported by the Department of Education, principals, teachers and the local business community.

Constable Care is the vehicle of communication between the Police Department, Education Department and children from a very early age. Communication is carried out by way of a Safety Calendar which is displayed in school classrooms in all of the participating states. Each month highlights a different safety topic.

Besides the Safety Calendar there is a Story and Colouring-in Competition. Police Officers attend the respective schools and issue each pupil in every class with a competition form so they can participate in the competition. The winners are given prizes which are donated by participating companies.

Constable Care also participates in different public entertainment venues such as the Royal Easter Show held in Sydney. At this venue they have the Constable Care Puppet Show.

The objectives of the Puppet Show are:-

- * To further educate children about safety issues in a fun and interesting ways.
- * To create more awareness of

the Constable Care Child Safety Program.

- * To effectively promote community minded companies who actually support the program.

Topics covered during the Show:-

- * Road Safety Awareness
- * Personal Safety
- * Bikes
- * Swimming Safety
- * Travelling Safety
- * Safety at Home

During the Puppet Show the children are asked questions. Timezone's involvement is by way of supplying every child that participates in the Puppet Show with a "2 Free Games" pass for use in any Timezone nationally.

The winners of the different competitions receive free Timezone Parties or Super Session passes at Timezone. In total 25,000 "2 Free Games" passes were issued for use in the 1993 Constable Care Puppet Show. A very high percentage of these passes came back through Timezone centres.

All in all a very good success rate was achieved as well as the program being educational and well supported by Timezone. □

INDUSTRY CRIME

Frustrated Melbourne Operator, Tom Davenport from Tavern Games and Music is appealing to the Industry for any information that will assist in the conviction of thieves who have vandalised and stolen his equipment on location.

On February 9th, a location operated by Tavern Games and Music in Lonsdale St. Dandenong was broken into and 12 Seeburg Wall boxes were smashed beyond recognition and the takings stolen. Traces of blood were found indicating that the offenders suffered some form of lacerations.

On March 28th, an NSM Galaxy Juke Box owned by Davenport was removed from a bar in Croyden by a person not connected with Tavern Games and Music. The machine was taken away in a red utility or pick-up.

On April 20th, a vehicle belonging to a staff member of Tavern Games was stolen from the car park of a Dandenong Hotel whilst machines were being serviced inside. The vehicle was later recovered but losses remain around \$10,000 and include an NEC P3 car

phone, a Bilcon electronic coin counter, a substantial quantity of tools and equipment together with cash in transit.

Tavern Games and Music request that all operators be alert and report any information they may discover which may assist in apprehending the criminals involved. Mr. Davenport said his company was offering a \$2000 reward for information leading to the conviction of any person involved in this crime. □

Distributor Rejects Violent Game

A video game at the centre of a row over excessive violence would not be released in Australia, distributor Sega Australia announced last month.

Group marketing manager Clive Addison said Sega had just seen the game, "Night Trap", and found the violence unacceptable.

"We hadn't seen the game prior to this and had not scheduled an Australian release," he said.

The game attracted widespread criticism for its graphic depiction of violence against women.

A spokesman for Sega said public pressure was a major

influence in the decision but its assessment would have gone ahead regardless of public demands.

WA Attorney-General Cheryl Edwardes said she welcomed the news but would still take Crown Law advice on whether WA laws could prohibit or restrict the availability of such material in future.

Changing the Indecent Publications and Articles Act remained an option.

It is known that Government officials in other States have also expressed concern about the level of violence in video games.

Fortunately, most of this

focus has been on home consumer games and only one coin-op game "Mortal Kombat" has come under attack so far.

Mr Chris Blackman, Marketing Director for Leisure and Allied Industries believes that the Industry as a whole must act responsibly on this issue. He has submitted recommendations to State and National Associations urging the Industry to adopt a policy of "Self Regulation".

"Unless we self regulate and are seen to be doing it in a responsible manner, we run the risk of the Government introducing legislation for censorship, regulation, classification and even prohibition of some games," said Mr Blackman. □

Video Violence

Community concern over violence and explicit sex in the media has been bubbling along for some time but the temperature has now reached a fast boil.

Video games have attracted the attention of the media and the regulators to the extent that the Prime Minister recently requested that all state and federal ministers responsible for censorship come up with a classification system for video games.

The National and State Associations have mounted a campaign to argue for industry self regulation and have adopted a discussion paper professionally prepared by Chris Blackman of LAI that includes an Industry Code of Practice.

Putting aside any issues of morality, philosophy or psychological influence the bottom line is that continuing to

present games that are "socially unacceptable" could result in financial losses beyond any short term high returns from games that depend on violence and sex for their popularity.

There is a strong possibility of Government intervention. This could extend from rating or classifying games, to complete regulation in every state, such as exists in Queensland.

Queensland has Government regulation because it was always there and the Government will not drop it. Other states have never been able to justify regulation. This could provide the excuse.

The National Association will fight for self regulation based on everyone in the industry staying within set guidelines for socially acceptable themes and scenes in the video games offered to the public.

If we are successful then

continued acceptance of the principle will depend on all operators and distributors complying with the guide lines.

The responsible ministers will meet on June 24, 1993 to decide this issue.

The NAMOA is going ahead with a "seal of approval" for video games. It is intended that only those games that meet the guidelines of the "Industry Code of Practice - Video Game Content" as agreed by a select committee will be given the seal.

Legislation, or official regulations is inhibiting and costly for the industry and for Government. Operators will pay for it.

I urge you to cooperate in your own interests.

**George Campbell
N.A.M.O.A. Ltd.
Chairman of Directors.** □

AT HOME & OVERSEAS

It's Happening in Our Industry

WA WAFFLINGS

WA Branch would like to welcome to the industry new operators Michael and Noelle Wentworth-Shields, Phil Campbell, Marilyn Carson, Mike Glatz, Gary Jones, Hans Peters, Tony Southgate, Sid and Deanne Sunter-Smith, and James Thompson. We wish them every success and look forward to a long and mutually rewarding association.

We don't know if there's any truth in the rumour that Carol Bishop, wife of Tom from WA Sales, who has just given birth to their third child, is trying to convince Tom to dye his hair, so the sibling doesn't get used to calling him grandad.



Well talk about baby boom, we would like to congratulate well known free lance tech Joe McNicol (Jomac) and wife Sonja on their new arrival a bouncing baby boy! Dylan Joseph, rumour has it Jomac Jnr. was born with a screwdriver in one hand and a multi-meter in the other! Watch out Joe, could be good competition. Who knows.

Congratulations to Charlie Connolly (leading hand, Manufacturing Perth) and Nicky on the arrival of Aaron born 12.5.93

Mother and baby are reported to be doing fine, as for Charlie, has he got his work cut out?

SA SNIPPETS

Congratulations to Michael Skuse and Joanne on their recent engagement. Michael is a hardworking Timezone technician.

Also congratulations to Marion Hemer on her recent retirement from Timezone Hindley Street. You will be sadly missed. All the best for the future and the new house.

Trevor Smerdon made a brief visit back to South Aussie after his trip to the United States, then to the Broken Hill old age baseball players. Next week I think its Fiji.

VICTORIANNA

After a profitable tourist season Ed and Brenda from Top Fun decided it was time to tour England for 5 weeks. Ed described the trip as business and pleasure. We have it on good authority it is only coincidental the Australian Cricket Team is also touring.

Here's proof that the industry is only limited by our own associations. Tony and Louey after opening their first Leisure Centre Rockets & Pockets only 12 months ago have proudly announced the opening of their second centre - Move over Timezone these guys mean business.

Our deepest sympathy to Mrs Vivian and family on the passing away of David after a long illness.

Graeme McLeod from Hi-Tech Amusements has just announced his retirement from Telecom after 38 years of service. We wish Graeme continued years of service in the Coin Machine Industry.

LAI collector Morris "Minor" Oro, a self proclaimed expert on automobiles recently came in to the office complaining of a "rattly" engine in his Gemini. After some consultation with experts such as Ted Daley, Morris came out with the comment "the tea pot with the drip coming out of it is lit up on the dashboard". No more needs to be said!

We mentioned the National Pinball League started up in March. It has really taken off and the team spirit is starting to come to the fore. All the hotels have strong representation, and even though administration can be a headache it looks as though all the bugs are now ironed out. We will keep you up to date with the League Ladder as soon as details come to hand.

Anyone that tells you the market is flooded with machines should re-think their views. In Melbourne one Fishtales is consistently earning nett \$200. The site, wait for it, is a Fishing Equipment Shop. Maybe we should all start to think outside the square! Dare to be different!

The release of NBA JAM has certainly opened up some less traditional sites for operators. To the benefit of everyone these operators are also enjoying some of the most phenomenal takings we have seen since the Addams Family exploded into the market. Congratulations to the happy purchasers of NBA JAM.

Continued over.....

NSW AMOA NEWS

YOU - AND MEMBERSHIP OF YOUR ASSOCIATION

We Want You

That's right!! We want you as a Member of the NSW AMOA and we have made it a lot harder for you to say "No"!

Commencing January 1, 1993 your Association has restructured membership fees and they are cheap, cheap, cheap. Not for Manufacturers or Distributors because their fees have gone up. But for you, the Operator, fees have dropped to just one third of what they were!

And if that is too hard for you to swallow then there is now the option of Associate Membership.

What we want is membership - that is numerical strength. You probably know that any type of organisation is only as strong as its membership base. And we need to be stronger.

So let's get stronger - join your Association now!

But membership is not all that we want from you - we want what is in your head, too! Your brain power! We want to know what you think. Not the garbage about sex, religion or sport but the important stuff about this industry and how it can be made better for you.

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Operators	\$200.00
Associate Members	\$50.00

It's Happening cont..

NSW NEWS



Marney Bradley tied the knot recently when she married Michael Wilson. She looked radiant on the special day and congratulations from everyone at Leisure & Allied to the happy couple.

The first National Pinball League was started in Melbourne last month. The ten week trial program should provide some good feedback on how to run such a League and increase takings as competitors get in lots of practise. If you're interested, Tony Scott at LAI's Sydney Office has all the information for you so NSW can get the ball rolling with their own Pinball League.

Work continues on the refurbishment of LAI's Sydney Office. Branch Manager, Juan Uribe would like to thank all customers for their patience and understanding, particularly with the new phone system. "The inconvenience will be well worth the wait" Juan said.

FX Zone Amusement Centre in Wagga Wagga has been sold. Originally set up by Max

Lawrence and George Symons a few years ago, the Centre has been acquired by Justin Coogan and Guy Warren from Dodgem City Cooma.

Meanwhile, another centre is also for sale. Spacebowl Amusement Centre in Coffs Harbour is on the market so if you're thinking of relocating to the beautiful mid north coast of NSW, give Ray and Faye Landrigan a call.

KIWI KWIPS

One new company in NZ is so convinced about the long term earning ability of "Dr Who" that it recently ordered 20 more units. It recommends this pin as a title that appeals to a variety of locations and more importantly is played by both novice and expert alike.

The "Twilight Zone" sample has only just arrived in NZ and yet the strength of the game is already apparent. Large crowds are constantly around the game players and the pricing of \$1 per game with no bonus for \$2 (standard pricing since "Creatures") is certainly not slowing it down. John Wheaton from Hamilton was so interested in the game that he flew down for the day just to view it.

Hoyts recently opened their latest and largest multiplex cinema facility in Christchurch. Although just a few hours before opening it appeared that they had a huge task ahead of them the centre was opened fully functional and on time. According to Hoyts operations manager, Jon Welch there was never a doubt that this would be the case as just four hours before they opened their Lower Hutt theatre they did not even have carpet on the floor and yet managed the opening without a hitch. Next in their plans is the opening later this year of a centre in Dunedin.

Jim and Marcia Gibbons from Nelson recently dropped in on their way to two weeks in sunny Australia to follow the horses. Despite the gloom of the "japanese green tea" business and the cost of new equipment it is good to see that some operators still like to donate to this charity. Still Jim that fax I got from Hong Kong must indicate that perhaps it was the Kowloon trots you went to see??

QUEENSLAND QUICKIES

After planning the event for the month, LAI's receptionist Sharon Chidlow got married in Brisbane New Farm Park to Greg McCasgull. During the ceremony a Mr Whippy Van, passing through the park, supplied the background music to "I do". Sharon and Greg are off to a secret Honeymoon destination somewhere in Bali. Congratulations and best wishes from all of us at LAI and Timezone.

LAI's workshop Technician Dean Brown had to go out on some service calls in Brisbane and Branch Manager Alan Freimuth agreed to pay a mileage allowance if he uses his own car. Well Dean thought the best way to keep track of his mileage is to use the tripmeter in the car. Not wanting to miss out on a couple of yards, he drove out of the carpark, put his hand through the steering wheel to reset the meter not seeing another car coming around the corner. The story is that Dean, with his hand through the steering wheel was unable to avoid a head on collision ... \$3,000 worth of damage, was it worth it Dean?

Queensland operator and Leisure Centre owner Stuart Harrison has decided that after a long time in this business it's time to relax and enjoy the good life. Stuart is selling everything he's got and we heard that a Trip in his 4 Wheel Drive pulling a caravan around Australia is on the cards. Good luck Stuart.

TEST REPORTS

TIMEZONE

Test Results obtained from Timezone locations throughout Australia

Dedicated Games

1. Midway 'NBA JAM'
2. Sega 'Virtua Racing'
3. Jaleco 'Wild Pilot'
4. Konami 'Lethal Enforcer'
5. Namco 'Suzuka 8 Hours'
6. Namco 'Final Lap 3'
7. Atari 'Mad Dog McCree 2'
8. Sega 'Stadium Cross'
9. Sega 'Exhaust Note'
10. Midway 'Mortal Kombat'

Pinballs

1. Williams 'Dracula'
2. Bally 'Creature from the Black Lagoon'
3. Williams 'White Water'
4. Bally 'Dr Who'
5. Williams 'Fish Tales'
6. Bally 'The Addams Family'
7. Williams 'Terminator 2'
8. Williams 'The Getaway'
9. Bally 'Party Zone'
10. Bally 'Black Rose'

RePlay

As published by the American Replay Magazine

Best Software

1. Williams 'NBA JAM'
2. Midway 'Mortal Kombat'
3. Konami 'Lethal Enforcers'
4. Capcom 'Street Fighter II CE'
5. Taito 'Super Chase'
6. Midway 'Terminator 2'
7. Konami 'Sunset Riders'
8. Sega 'Golden Axe II'
9. Namco 'Final Lap 3'
10. Sega 'Turbo Out Run'

Pinballs

1. Williams 'Twilight Zone'
2. Gottlieb 'Street Fighter II'
3. Bally 'The Addams Family'
4. Bally 'Creature from the Black Lagoon'
5. Data East 'Rocky & Bullwinkle'
6. Williams 'White Water'
7. Williams 'Dracula'
8. Data East 'Star Wars'
9. Williams 'Terminator 2'
10. Williams 'Fish Tales'

JAPANESE GAME MACHINES

As published by the Japanese Game Machine Magazine

Upright/Cockpit Videos

1. Konami 'Lethal Enforcers'
2. Sega 'Title Fight'
3. Namco 'Lucky & Wild'
4. Sega 'Virtua Racing (Twin)'
5. Sega 'Virtua Racing (Deluxe)'
6. Namco 'Suzuka 8 Hours DX'
7. Namco 'Final Lap 3 (Deluxe)'
8. Jaleco 'Wild Pilot'
9. Capcom 'Warriors of Fate'
10. Taito 'Super Chase'

Pinballs

1. Midway 'Dr Who'
2. Williams 'Fish Tales'
3. Data East 'Lethal Weapon 3'
4. Midway 'Addams Family'
5. Williams 'Getaway'

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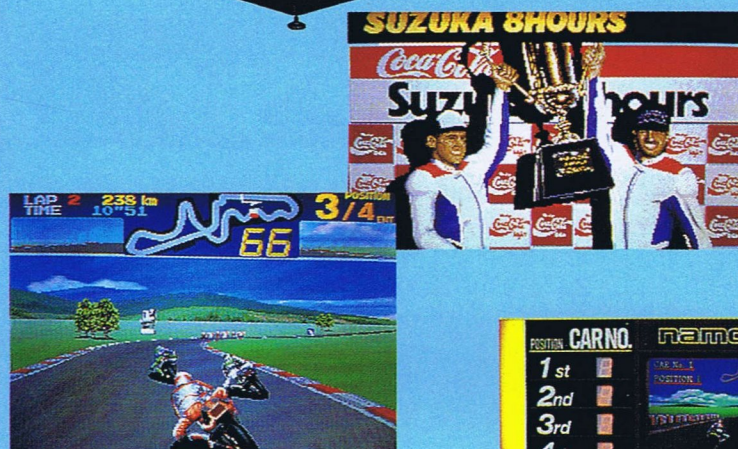
Suzuka 8 hours

THE MIDSUMMER NIGHT'S FESTIVAL!!



Due to unprecedented popularity of this game and the short supply in the market we have decided to re-release this product. Available as a twin unit or a four player unit with tower monitor.

The Suzuka 8 Hours World Endurance Championship Race held at Suzuka Circuit in Japan in midsummer is one of the world's famous motorcycle races. The riders challenge the limits of man's strength and concentration, and machine's power and ability from its start in the early afternoon until its finish after sunset. The course of the COCA-COLA SUZUKA 8 HOURS is modelled after this Suzuka Circuit, and the game fully compacts eight hours of passion, excitement, sweat and thrills into four laps



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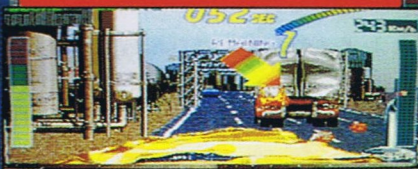
Go & Chase

At last!! The third in the explosive Chase Series. The 28-inch wide monitor reproduces the impact and thrill of the chase!

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GAME PREVIEWS

by: Professor Burko

DRACULA

"Do not be afraid," the tall pale man said, 'they are only the children of the night.' He smiled darkly and left the room, leaving only a chill feeling in his wake."


The children of the night will really be howling now, but in joy, because "the master" is back in black with Williams' new pinball game, Dracula. The fiend who never dies is also, in a sense, the movie theme that never dies. Francis Ford Coppola was the latest to take a stab (so to speak) at it and produced the visually stunning version that hit the screens last year. The folks at Williams sat down with Mr Coppola and Columbia Pictures to produce their arcade version of the film, one you can sink your teeth into. The game employs the original movie score, special custom speech from Gary Oldham, aka the Count, actual movie footage translated into Williams' own Dot-Mation™ animation, and other authentic speech featuring the star-studded cast.

The game also features Multi-Multi-Multi-Ball®. What happens is there's this magnetized ball floating across the "green mist" playing field; if you should manage to hit it, it unleashes the 2-ball Mist Multi-Ball where all ramps and tunnels are worth 10 million points. Players can also activate

during this mode the 3-ball Castle Multi-Ball and the 4-ball Coffin Multi-Ball for points galore. Dracula also has a video mode on the dot matrix display, where oncoming werewolves

must be stopped. The decorations include gargoyles, rats, bats, dungeon passageways, Renfield, Van Helsing, the Harkers, Lucy, and more. Suck it does not. □



Williams 
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GAME PREVIEWS

by: Professor Burko

LUCKY & WILD

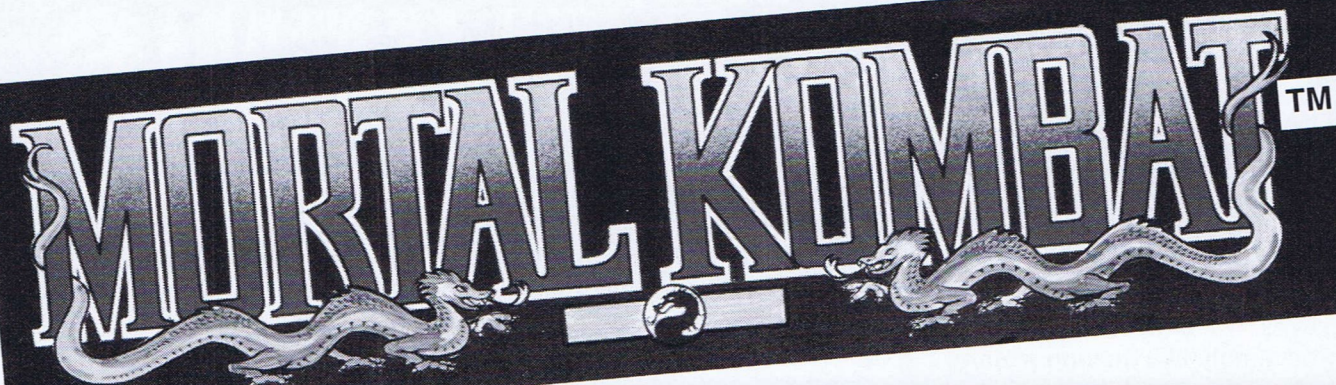
Some people like car race games, while there are others who simply like the opportunity to blast away with video weaponry. The people at Namco thought about this a bit, and decided the best way to satisfy these two groups of people was to come up with something that brought them together. Sort of like putting jelly together with peanut butter, or raw fish with rice as the case may be.

The result of all this mental

effort is Namco's latest cockpit game, Lucky & Wild. The story is this: Lucky and Wild are two narcotics agents with a mission. That mission is, simply, run down and blow away the bad guys. Players seat themselves facing a screen which has a mirror above it; this allows the players to actually see "themselves" as Lucky and Wild's faces are visible. Player one can both drive and shoot, while player two's position is dedicated exclusively to shooting. For player one, this is

tough because the shots have to be exactly on target to have any effect, and that player also has the steering wheel, accelerator, and brakes to contend with. As if this wasn't hard enough, the game's action goes all over the place and the bad guys chuck stuff out into the road to block the way. Only true pros can nail the bad guys. If you do get hit by some of the incoming fire, then Lucky and Wild's faces show the reaction you should be feeling. Get back on the road and get even!





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AO Plan for Video Games

BY ZAC DONOVAN

(reprinted from The Advertiser, Adelaide)

Extremely violent video games are likely to become available only to adults.

A meeting of State attorneys-general in Darwin this month is expected to agree to a classification system for video games similar to that imposed on magazines.

The South Australian Attorney-General, Mr Sumner, said he believed the games should be classified.

Psychologists have said there is evidence violent games cause anti-social behaviour, while children's welfare groups parents say many games are bought by parents unaware of their content.

The video game industry believes classification is inevitable but wants self-regulation rather than legislative restrictions.

The attorneys-general will investigate a range of Law Reform Commission recommendations including classification of video games. Mr Sumner said he may seek State legislation if the meeting fails to adopt this recommendation.

"We will have to have a look at it but I envisage there will be general agreement," he said. Of the 10 top-selling home video games in Adelaide, based on figures from Myer, John Martin's and Harris Scarfe, five contain violence or killing. These are:

- Streets of Rage, in which players use chains, whips and bats to kill opponents.
- Street Fighter, which has realistic sounds when a punch or kick hits an opponent's body.
- Robocop, based on the movie of the same name in which a half-man, half-robot violently fights crime.
- Terminator 2, also based on a movie, which lets players

sight up opponents before killing them.

- Zelda, a medieval game in which players fight dragons and knights with swords.

The Children's Media Centre identified Street Fighter and the arcade game Mortal Kombat as two of the most violent available.

Mortal Kombat has two program settings. The more violent option enables players to rip out an opponent's spine or knock off his head.

On Tuesday, the SA Amusement Machine Operators Association ordered all arcade Mortal Kombat games be set on the "softer" program because of complaints of excessive violence.

A new game on the market, Two Crude Dudes, also has been described by retailers as excessively violent.

And Custer's Revenge rewards players who kill enough Indians by allowing them to undress and rape a squaw.

Concern at the lack of classification of video games has been heightened by their potential influence on young people.

Video games account for 25 per cent of toy sales in Australia, with a machine in every five households.

The home video game industry in Australia, worth \$400 million, is dominated by Sega and Nintendo.

The games cost between \$70 and \$139 each, with the machines to play them prices at \$199 to \$699.

Children's Media Centre executive officer Ms Fliss Coleman opposed the "message" many of the games gave to children as young as five.

"It is condoning the idea that superior violence wins," she said.

"It is all very well to say kids

know it is only a fantasy but they still become desensitised to it (violence)."

Education Department schools director Ms Madeline Hedges said it was "difficult" to attribute behaviour problems to the games.

"...We have concern at the level of violence in the video games which is quite clearly counter to the way we try to teach students to solve problems," she said.

Flinders University psychology lecturer Dr Julie Robinson said there was evidence video games had both beneficial and detrimental effects.

Detrimental effects included epileptic fits, addiction and mood changes.

"Several studies in the US and Canada have found that video games influence the mood of players," she said. But the games have been used to combat anxiety in child cancer patients and in psychotherapy for emotional problems.

Adelaide child and clinical psychologist Dr Jeffrey Bollard said the impact of the games on children's behaviour "relies on the extent they can distinguish reality from fantasy".

He believed violent video games could have greater harmful effects on children than violent films because the players participated in the violence.

Office of Film and Literature Classification chief censor Mr John Dickie said it was possible some games could be restricted from sale to children under the classification proposal.

"Certainly the more violent ones would be classified for over 15 and worse than that they would be restricted," he said.

Law Reform Commission commissioner Mr Stephen Mason said the classification

Continued over.....

Fun and Games Expand



Manager Graham Mitchell watches as Quentin Laundy, left, and Stephen Bennett have fun on the machines.
Photograph courtesy of The Sunday Times

Perth based Leisure Centre Operators **"FUN AND GAMES"** are expanding their activities into the Eastern States.

They have recently signed with the Westfield Shopping Centre Group to open new leisure centres in Sydney Shopping Malls at Burwood and Hurstville.

"Fun and Games" started in 1991 when owners Quentin

Laundy and Stephen Bennett opened their first centre at Mirrabooka Square Shopping Centre in a Perth suburb.

They have since grown to five locations in the Perth Metropolitan area with their flagship store being located in the heart of the Northbridge entertainment area.

"Fun and Games" recently announced that three stores in

WA, each with a fitout cost of about \$400,000, will soon be franchised under a system developed in WA. Mr. Laundy

was quoted as say, "our intention is to be the biggest in Australia". The company has been looking at Eastern States opportunities for some time and has had expressions of interest to expand off-shore. □

AO Plan for Videos cont...

system would restrict access by children to games which "offend against community standards".

RECOMMENDATION

"Our recommendation is that computer software be subject to the same classification as books or magazines," he said.

The amusement machine operators association has written to overseas manufacturers of arcade games

to oppose extremely violent programs.

Association president Mr Frank Seabastyan said he had ordered the Mortal Kombat games set on the "softer" program.

"It is unnecessary to have games of this nature..." he said.

"They are very popular but the commercial aspects are outweighed in the view of the association."

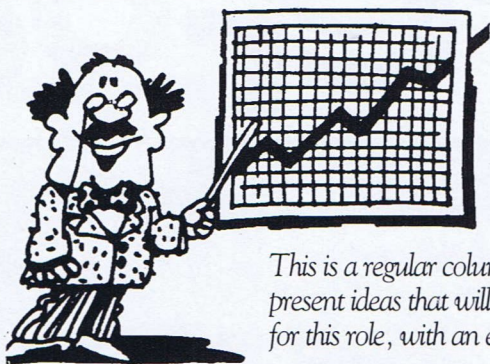
Mr Seabastyan believed the industry could "self-regulate".

Sega national group

marketing manager Mr Clive Addison said he also preferred self-regulation.

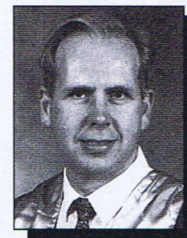
Playing the "action" games was an outlet for children "just as playing cowboys and Indians was an outlet".

A statement from a public relations company working for Nintendo said classification would be "very difficult". It said the company monitored the use of violence, nudity and sex in its games. □



Skill Shop

Skills for developing your business



This is a regular column by Peter Finney, LAI's National Training Manager. Each month, Peter will present ideas that will help readers to develop and fine tune their business skills. Peter is well qualified for this role, with an extensive career in hotel management and training before joining LAI in 1990.

SEVEN HABITS

Every now and then we all read a book which leaves an impression on our lives - an impression which changes the way we want to live today, and in the future.

Around twelve months ago such a book landed across my desk one day, and although it was not compelling to read at first, this book gradually caught my attention. The Seven Habits of Highly Effective People was written by Stephen Covey in the early nineties, and is based on his own personal experiences with life. Although Covey is an American, his speech does not contain the usual Yankee ra ra that so many of their trainers possess. And this is evident in his writing which has a well rounded flavour that makes it easy to read, and even easier to understand.

So let's look briefly at the 7 Habits.

HABIT 1: BE PROACTIVE

This is perhaps something we should all strive to achieve, in everything in life. Many business people are often reactive with their business decisions. Waiting to order new product until after the test results prove a major blockbuster, is a perfect example. Another is when we wait until something breaks down before we fix it.

If we practice this first habit, we engage all our energy in activities which inspire us towards our goals. Whether these actions include upgrading

to products based on hunches, or take maintenance initiatives before a breakdown occurs, being proactive is a habit which requires skill as well as a strong desire to succeed. And being proactive also means taking the lead and being decisive in everyday tasks. In his book, Covey gives many personal examples of how we can all put the habit of "Being Proactive" into practice.

HABIT 2: BEGIN WITH THE END IN MIND

We should all know what we want to achieve from life, our personal and our business goals. Whilst some of us have large dreams, others are more sedate, putting their efforts towards achieving goals which are more achievable. If we begin with the end in mind, we know what we want, and then everything we do can be focussed towards that goal.

Let's just say that an Operator wants to run enough sites to earn enough money to live quite comfortably. Whatever the number the Operator needs to run, everything the Operator does should lead towards being able to profitably run these machines. By knowing what the desired result is, by being aware of what is to be achieved, the Operator can focus all his or her efforts in the right direction.

HABIT 3: PUT FIRST THINGS FIRST

Whatever we do, Covey

believes that we should prioritise our lives to achieve a balance of work and rest. And when we are working towards our goals, we need to further prioritise how we go about our daily activities. Simply, this habit is about determining what needs to be done to be successful, to sort out the important tasks in our life. Once we achieve this, we can then go about completing whatever needs to be done to move us closer towards these goals.

HABIT 4: THINK WIN-WIN

In every situation that comes our way, Covey believes that we should attempt to resolve the issues so that all parties involved achieve what they want, without compromising everything. Although this sounds somewhat abstract, Covey writes that we all encounter resistance to our ideas and beliefs each and every day of our lives. And whilst it may seem somewhat idealistic to expect both parties to win each and every time, it can become a reality by following his simple suggestions.

We can survive in business by sharing our victories with others. All situations that crop up need to be processed through, so that the outcome is beneficial to all parties. This one philosophy can in fact improve long-term business opportunities, which is something that all readers of

Continued over.....

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Japanese model shown. LAI cabinet produced to Australian Operator requirements including electronic coin mech & Deltronic ticket dispenser

This game is marketed and sold by Namco Japan under the title Wani-Wani Panic

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Skill Shop cont...

this article should be concerned about.

HABIT 5: SEEK FIRST TO UNDERSTAND, THEN TO BE UNDERSTOOD

For many of us, this is the most challenging of the habits, because to practice habit 5, we need to put our own ego aside and look at what other people are thinking. Although this may appear to be a difficult request, once practiced, most people achieve better interpersonal communications as a result.

Taking the time, and the interest to be aware of what others are thinking, can often improve our outlook to life. As Covey says, everyone is different, because we all have a different perspective on life.

HABIT 6: SYNERGISE

Synergy is about the power of one. It means that the sum of one plus one, is greater than the individual values. The whole is greater than the sum of the parts. Synergy is about teamwork, and how we can all utilise the strength gained from networking with others.

A typical activity that utilises synergy is the potential strength from the amusement industry bodies that are now operating around the country. Whatever the issue, as a group of people, there is much more to be gained from working together than each individual working alone, even if towards the same end.

HABIT 7: SHARPEN THE SAW

This habit is somewhat more personal than the others which all appear to be focussed on life

goals. Sharpen the Saw is simple the process of taking time out to refresh yourself, by doing something towards looking after yourself.

Whatever activities form the saw sharpening, they should all be activities that please you, and give you some fulfilment. It can be playing golf or watching the football or having a meal with someone you care about. We all need to "sharpen our saw" if we are to retain the competitive edge.

I personally recommend this book from Stephen Covey. It is easy to read and has examples and ideas which we can all learn from.

This book is available from most book stores for around \$20, and if your local store does not stock it, as them to get in a copy for you. □

Pinball Hiccup Short-Lived

There has been considerable speculation in the Industry media recently about the future of pinball machines due to over-supplies on recent models including "Fish Tales", "Dr. Who", "Star Wars" and "Street Fighter 11". Since then, we have seen the release of Williams "White Water", Bally "Creatures from the Black Lagoon" and Williams "Dracula". All of these have been virtual sell-outs. There may be just a few remnants of these games still around but the quantities would be very limited.

It is interesting to note that for the first five months of this calendar year, there have been five Williams and Bally pinballs released which seems to indicate that there could be 10-12 for the full calendar year.

A spokesperson for Leisure and Allied Industries advised Leisure Line that although the company was selling less of each model in 1993, they still expected to sell more pinballs in

total during 1993 than in 1992 because of the greater number models being released.

The next model from the Bally Williams stable is the much talked about Bally "Twilight Zone". There is a lot of pent-up demand for this product and talk about "going from the sublime to the ridiculous", it looks like there is not going to be enough of this model to go around.

Leisure and Allied Industries have been trying to get additional supplies from the factory but it looks like production on this model is sold out so availability is going to be very limited.

As much as operators complained about the over-supply on games like "Fish Tales", "Dr. Who", "Star Wars" and "Street Fighter", they will be complaining even more vigorously about the under-supply on Bally "Twilight Zone".

In order to ensure that operators get supplies on a first come, first serve basis, Leisure

and Allied Industries have been asking for deposits to ensure delivery.

One thing out of all this is certain. Those in the industry who predicted a downturn in the pinball market appear to have got it wrong.

Distributors and operators must now realise that there are many more models being released on to the market each year so there is obviously going to be less available of each model which may tend to make pinballs in short-supply in the near future.

Between Bally, Williams, Data East and Gottlieb, there could be more than 20 different models released in the next 12 months so operators are going to have a wide choice.

With so many models being released, it is going to make the creative side of the pinball industry more competitive so we can expect considerable innovation and design and outstanding products, in the near future. □



CASTLE MULTI-BALL Lighting the Castle Lock by either 3-bank target and locking 3 balls starts Castle Multi-Ball. During multi-ball play, making the Jackpot shot with one ball relocked earns Jackpot. Making the shot with two balls relocked earns Double Jackpot!



COFFIN MULTI-BALL Players will be "coffin up" quarters to lock three balls for Coffin Multi-Ball! The Coffin shot spots letters in D-R-A-C-U-L-A for a Coffin Jackpot worth up to 50 million with two balls in play and 100 million with three balls in play!



MIST MULTI-BALL Here's a killer feature! Making the Cemetery Ramp five times lights Tunnel. Shooting the Tunnel floats the mystical, magnetized ball from Dracula's Castle through the green mist across the playfield to the Abbey. Freeing the ball by hitting it starts Mist Multi-Ball where all ramps and tunnels are worth a whopping 10 million.



MULTI MULTI-BALL™ This will really slay the pinball pro! If two multi-ball features are in play at the same time, all jackpots score 2X. If all three are in play, all jackpots score 3X!



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